

# Sprint News Network InterCom

## SURF'S UP!

### S/UTF-CF customers gain access to Internet through different products

By Cynthia Massino-Connally

It seems like just yesterday I was plowing through literature on this new thing called the Internet. In less than a year since reading my first article, almost every business has acquired an Internet address or home page.

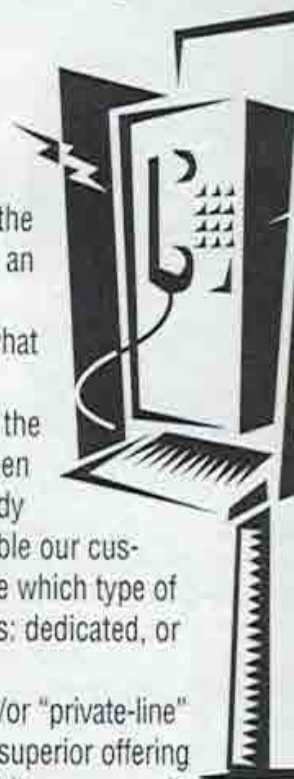
Dot com, dot com. It's all I ever hear. So I figured I better get in on the action and see what "surfin' the Net" was all about.

The first thing I had to learn was how to get my feet wet, i.e., how to gain access to the Internet. I found I wasn't alone. As more and more people desire access, S/UTF-CF has been bombarded with calls — from both business and residential customers. And S/UTF-CF is ready to help those customers meet their needs with a variety of services or "platforms" that enable our customers to gain access to the Internet. Our customers' personal or business needs determine which type of access is best for them. Basically, Internet access is provided through two types of services: dedicated, or direct, access and dial-up access.

Currently, S/UTF-CF offers "dedicated" or "direct" access to the Internet. Frame Relay and/or "private-line" services enable business customers to gain dedicated access to the Internet. This is the most superior offering on the market because of its fast speed of 56 kbps (kilobits per second) to 1.544 mbps (megabits per second). Dedicated access is the most expensive offering and is what mid-size to large companies usually opt for.

"Dial-up" access is another way to get on the Internet. A customer can use a modem and phone line, Basic Rate ISDN (Integrated Services Digital Network), or SwitchLink services. Residents and small businesses usually choose one of these dial-up methods. The speeds for these services are slower than dedicated access, but are also less expensive. S/UTF-CF plans to offer dial-up access to the Internet before year's end.

Internet access is an important and rapidly growing market — and a great way for us to "Grow the Business"! The American Internet User Survey found 9.5 million Americans, or 3.6 percent of the population, use the Internet, including 1.1 million children under 18. Internet users spend an average of 6.6 hours a week on the Net. So grab your board. Surf's up at S/UTF-CF!



# ASSOCIATE SPOTLIGHT

## Sheri Hood: Putting S/UTF-CF on the map

By Cynthia Massino

When it comes to folding up a road map, Sheri Hood, cartographic technician (or in layman's terms, "map maker"), gets as frustrated as the rest of us.

"Believe it or not, I still can't fold a map correctly!" she admits.

Drawing them, though, is much easier for Sheri, the person behind many of the

maps adorning your workplace walls. She creates maps of our service areas, maps of Florida's local exchange telephone companies and maps of S/UTF-CF tower locations, to name just a few.

Sheri started as a draftsman with S/UTF's Outside Plant Engineering Records Department 10 years ago. Her main functions were digitizing and drafting cable schematics. Now a member of the Digitized Mapping System group, Sheri says she can be more creative in her work.

"As a cartographer, there are no real restrictions. It's an art form compared to drafting, which was very regimented. There are many creative decisions with map making, like shadings, colors, view areas, legends and zoom-out boxes."

Besides the creative aspect of map making, Sheri and her co-workers conduct extensive research on the maps they design. They provide all the maps for the SIG (Street Index Guide) E-911 Department, which handles close to 4,000 maps.

Sheri also is involved in special projects from time to time. For example, she helps S/UTF-CF planners plot maps which show things like new housing subdivisions, census information, major customer locations and other statistical information.

Long before Sheri joined Sprint, she had

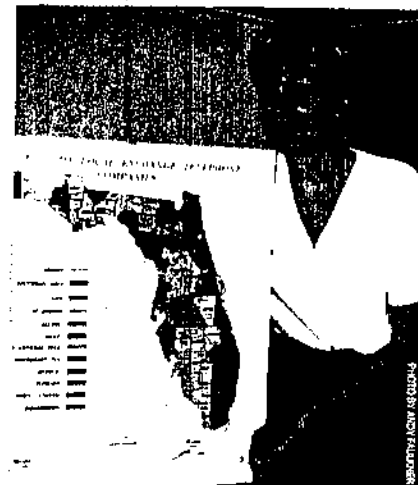


PHOTO BY ANDY FLAHERTY

a real attraction for drafting and maps.

"I drew a lot as a child," she says. She's also been an avid collector of old maps for most of her life. She finds most of her collectibles at flea markets. Her favorite is an old wooden map of railroad paths, made in the early 1900s. Her husband found the map in an old railroad station. She also has a few older maps that were drawn on linen.

Just as she loves old maps, Sheri loves old houses.

"I really think I should have been born 200 years ago," she says, smiling. Sheri, her husband and two teenagers live in a home built in 1921. She said the house is "amusingly restless."

Back at work, Sheri appreciates the family-like atmosphere. "There's such a willingness to help around here. I really enjoy all the friendly people."

### PROFILE

Sheri Hood  
Cartographic Technician

Age:

35

Favorite Pastime:

Flea markets, writing

Professional Goal:

To have Rob Shields say, "This looks good! Let's not change anything!"

Pet Peeve:

Articles in company newsletter that show how old you are

Best Thing About Working Here:

The overall Southern charm of my co-workers!

## Doing more with less

By Nicholas Sweets

As you know, one of our corporate battle flags calls for us to "Grow The Business." Now, it doesn't require a great deal of thought to realize that this is a reasonable goal, given the fact that other telecommunications armies are on the competitive ridge, waiting to attack as we strive to meet shareholder financial expectations.

With that thought in mind, and because I am a modest shareholder in this corporation, I'd like to observe one area and how it relates to growing our business. A couple of months ago, I learned about the 1995 marketing plan for residential telephone equipment (RTE), developed by former RTE product manager Cathy Lail and now being nurtured by product managers Mark Solana and Donna Goldthwaite.

In a nutshell, RTE is in the process of *reducing* its retail product line as opposed to increasing it. Excuse me, is that the way to *grow* a business?

Actually, in regard to this area, it's the most logical. Let me ex-

# "Talk IT Up"

as they meet the aforementioned criteria. Since this marketing plan took effect earlier this year, several new phones have entered our inventory, including the exciting Meridian Telephone Answering Machine (\$259.95 for sophisticated customers) and the Delight II, a basic single-line desk/wall telephone that, at a cost of \$39.95, will meet the needs of customers looking for a basic, low-end quality telephone.

Additionally, Solana points out that reducing the old inventory



# Churn the Blue Waters of the Caribbean



**...an idea so bright you  
have to wear shades just  
to read the copy.**

*Imagine yourself sipping fruity drinks while steel drums play alongside the enchanting sounds of the Atlantic. Now, imagine yourself looking out over the deep blue churning waters of the ocean as the stars light the way of your luxury liner. The sight of land is ahead, outlined by swaying palm trees and soft crystals of sand.*

All of this, *and more*, can be yours. Really.

All you have to do is focus on upgrading our installed base of older-model PBX customers to a shiny new M1 or Fujitsu system. These are customers who have a ROLM, Siemens, Mitel or Nortel SLI system – and we've already identified who these customers are through calls made by the Sprint TELECENTER. This targeted list will help you churn the old equipment out of our base.

**Program Duration:** Jan. 1 through Dec. 31, 1996

**Eligible Participants:** All S/UTF-CF Sales Personnel

## **1. Win a Cruise For Two to the Bahamas!**

That's right! You could be the one to soak in the sun on a 4-day, 3-night cruise for two to the tropical Bahamas! We're offering two chances in 1996 for you to win. All you have to do is churn the most, in total dollar volume, from our old installed base of PBX customers – using the targeted list of customers as your guideline.

## **Trip 1** .....

Top salesperson between Jan. 1 and June 30, 1996

## **Trip 2** .....

Top salesperson between July 1 and Dec. 31, 1996

To have your churn sales counted toward the program, please fax the following information to Beth Alexander at (407) 741-4445:

- Signed contract showing total dollar amount of sale.
- Equipment list.

## **2. Buy More Fruity Drinks with Extra Spending Money!**

### *TellImagine Rental Program*

When TellImagine's rental program is used to finance the sale of a new PBX to a customer on our targeted list, you will receive an additional incentive on the maintenance portion of the sale – up front.

Example: You use TellImagine to rent a \$100,000 PBX for five years. The system has \$10,000/year in Centurion maintenance included. (The first year is under warranty.) This additional four years of maintenance would total \$40,000. TellImagine has agreed to pay 4% of the total maintenance contract, which in this case would be \$1,600 – paid up front to the sales person. This is in addition to the regular compensation the sales person would receive for the sale.

In order to receive this additional compensation, please fax the following information to Beth Alexander at (407) 741-4445.

- Copies of signed contracts – including Centurion contracts.
- Sales rep name and rep number.

## **3. A Good Ice Breaker for Your Customer**

Need a good reason to call customers on your targeted list? Well, we've got one!

We've created a letter to target customers that lets them know we will soon increase the MAC and T&M material rates for ROLM, Siemens, Mitel and Nortel SLI by 25%. This increase is in addition to the 25% material rate increase early last year. When you mail the letter to the customers in your area, you can follow up with a phone call. This is your opportunity to offer them a free "consultation" on Sprint's new products, services and financial alternatives. This serves as an excellent lead generator/qualification tool for you.

*Now, if you win a cruise, don't forget to bring back those cute little pink umbrellas you got with your fruit drinks. You can save them for when you have guests over this summer!*

**Good Luck!**



in its final stages of implementation, and the directory staff was recently realigned into Consumer Markets-Marketing and Sales.

"The value of the directory as a 'product' for both our company and the customers we serve represents a \$70 million-plus business to us with significant growth potential. It is the one product that all of our customers use hundreds of times each and name in each and every church, government office, etc. It is an 'encyclopedia' on everything about our company, our customers and the communities we serve. In short, it is the most valuable asset we have," said Lou Carrion, director of Marketing and Sales.

Companies are required to provide their directories to their subscribers. These directories are always gone beyond the ordinary — as shopping guides, directories of facts, and sources of emergency services, and as telephone numbers and

# S/UTF-CF, MEDICAL ASSOCIATION TAKE INTERNET PROGRAM TO NEW HEIGHTS

By Cynthia Massino-Connolly

It's the talk of the globe these days. Internet lingo is catching on as people around the world "surf the net" and get caught up in the World Wide Web. Companies everywhere are establishing home pages as the Internet fast becomes a prime example that the information age has arrived — and is here to stay.

One organization that realized it needed to get onto the Internet was the Tallahassee-based Florida Medical Association (FMA). After researching and meeting with several Internet providers, FMA officials decided to contract with Sprint/United Telephone-Florida, Sprint/Centel-Florida, which manages the local network for Internet connections, and offers direct Internet access and turnkey solutions.

Through its partnership with S/UTF-CF, the medical association is now offering its 17,000-plus members a program on the Internet called MedONE, which has gained widespread interest from other professional associations throughout the state as well as other medical associations across the country.

Initially, the FMA wanted Internet access and a home page. But before too long, FMA also wanted the ability to offer its members access to the Internet. So, S/UTF-CF worked with the FMA to find a solution.

"Sprint offered a service that no one else could match," said Steve Shafer, FMA director, Division of Federation Relations. "They were the only company that could provide high-speed connections and statewide coverage. These doctors want a fast response time when they're on the net. They want the latest and greatest in technology."

Established in 1876, the FMA always has searched for better ways to serve its members. And because the FMA takes an active role in continuing medical education as well as industry and legislative information updates, it was a natural fit for it to estab-

lish a home page and offer Internet access. With FMA on the net, member physicians can dial in to take exams, register for medical conferences, communicate with other association members and peruse a medical library, among other tasks.

S/UTF-CF's Mark Powell, senior account manager, said that physicians who subscribe to FMA's MedONE service will utilize a PC, modem and software provided by FMA to dial into the local hub site to gain access.

"The high speed solution consists of hub sites throughout the state that will be connected via high-speed frame relay connections to a central site in Tallahassee," Powell said.

S/UTF-CF anticipates an estimated \$7 million in revenues over the next three years from this partnership. Each FMA member who signs up for MedONE pays S/UTF-CF a monthly fee, which includes full Internet access. After just one month in operation, 500 members had signed up for MedONE service.

In addition to its success in Florida, other state medical associ-

ations that have heard about MedONE want to know how they can establish a similar program. When asked why these associations aren't working with Internet providers in their respective states, Powell said it's simple:

"FMA has been working on this project for a year. They've done the research and have made the mistakes already. These other medical associations don't want to have to re-create the wheel."

At least nine states have contacted FMA's Shafer regarding MedONE. Meetings already are under way with Sprint corporate and FMA to discuss the potential of fulfilling other state associations' Internet needs.

According to Powell, 10 other professional associations such as accounting, real-estate and law have inquired about establishing a similar program. Powell feels confident that at least one of them will sign a contract in the first quarter of 1996.

"These doctors want a fast response time when they're on the net. They want the latest and greatest in technology... Sprint offered a service that no one else could match." —Steve Shafer, FMA

N, PLEASE

FMA prints 45 different editions to cover its various specialties throughout the state. S/UTF-CF distributed 100,000 directories throughout the state in 1995.

use portions of the directories even more useful. It is the advantages of S/UTF-CF and the benefits of its services. By encouraging directories as customer education, the value and visibility

to increase visibility, each company can establish

"Which Communications Company Do I Work For?  
Sprint, Of Course!"





## PLEASE! NO AUTOGRAPHS

Did you know that **Michael J. Fox** works for S/UTF-CF? How about **Barbara Walters**, **James Brown** and **Ted Turner**?

Hey, we're serious! If you don't believe us, just check your S/UTF-CF company directory. O.K., maybe they're not as famous as the faces you're thinking of, but they're people, too!

After sifting through the directory, we found several other household names. All of them may not be spelled exactly as their more well-known namesakes, but they all sound the same. Other "celebrity sightings" at S/UTF-CF include **Neill Armstrong**, **Bobby Allison**, **Susan Day**, **Larry Byrd**, **Robert Frost**, **Mona Lisa (Rodriguez)**, **Richard Harris**, **Pattie Hurst**, **George Jones**, **James Taylor**, **Tom Thum**, **Jimmy Page** and **Don Adams**.

S/UTF-CF's **Barbara Walters** really likes her name. After all, it's gotten her upgraded hotel suites without even asking! Now before you go rushing to change your name, answer this question: Do you like your pizza delivered without a hassle? "A lot of times the pizza place calls me back just to make sure I ordered one," reports **Barbara**.

And if you're **Tom Thum**, well, sometimes the pizza is just never delivered.

"People just don't believe it's my real name, so I usually make up a name in order to get a pizza delivered," laughs **Tom**. He also has to give fake names if he's making a dinner reservation. Unlike the fictional character **Tom Thumb**, our **Tom Thum** is 6 feet 3 inches tall! When asked why his parents named him "Tom" he answered, "I guess they thought it was cute."

**Michael J. Fox** has a lot of fun with his name. He thinks it's a nice icebreaker and a great way to get to know a lot of people. "It's a super easy way to draw attention to myself," he says.

The only disadvantage of having a celebrity name is not being able to list it in the telephone directory. "I just got too many crank calls, especially from young girls," explains **Michael**.

— *Cynthia Massino-Connally*

## MILLION DOLLAR CONTRACTS

S/UTF-CF emerged victorious in two recent sales battles totaling more than \$2 million. We won a \$1,084,689

cable that would offer it survivability should one department have a problem with a switch. The contract also includes a 10-year Centurion maintenance agreement.

"This is a landmark sale for us," **Simpson** said. "A prestigious account like this positions us to expand the market in Tampa even more."

Across the state in **Broward County**, S/UTF-CF landed another contract worth almost a million dollars with the sale of an E-9-1-1 system and maintenance for four cities in the heart of BellSouth territory.

"What's important about this sale is that the county is a high-profile customer and we can leverage this for other sales. Because this is an edge-out market, we have to take a creative approach. It's challenging when you're NOT the local phone company," **Carolyn Fornataro**, S/UTF-CF Southeast branch manager-sales and service, said of the \$963,426 sale.

— *Cynthia Massino-Connally*

## MAYFIELD DEPARTS WITH PRESIDENT'S AWARD

**Jim Mayfield**, team leader of the Business Process Improvement/Service Assuring Team, was honored last month by S/UTF-CF President **Darrell Kelley** for his contributions to both S/UTF-CF and the national Sprint organization. **Mayfield**, who joined the company in 1980 as a management trainee, recently accepted a position at corporate headquarters in Kansas City.

**Mayfield** headed the Service Assuring Team — one of six corporatewide BPI teams — which looked at ways to improve the process that directs preventative and corrective maintenance of the LTD network. Roughly one-third of the 29 priority projects approved by senior corporate officers originated with **Mayfield's** team. In presenting the President's Award to **Mayfield**, **Kelley** said the award was really for the entire team and thanked **Mayfield** for his "outstanding" leadership on the project and other numerous contributions to the Florida organization.

— *Valerie Anthony*

## STATE APPOINTS TODD TO SAFETY COUNCIL

**Grover Todd**, manag-



■ Southern New England Telecom wants state regulators to take imposed for the wholesale service potential competitors for its local service. **SNET said it should not be service to competitors at Connecticut Union of Telecommunications.** **SNET's** petition for reconsideration rates put jobs at risk. **SNET** Connecticut. (THE HARTFORD

■ As the telecommunications industry for wide-open competition, most likely to succeed are members **AT&T**, **MCI** and **Sprint**, according to **Forrester Research Inc.** (NEW

■ **AT&T** has joined the fray in phone wars by petitioning to vice in the state. **AT&T** announced intended to file the petition by the state Department of Public allowed phone giants to compete. **New England Telecom.** (NEW

■ Internet users spend an average on the Net, time they used to talking on the telephone, according to **American Internet User Survey.** **Americans, or 3.6 percent of Internet**, including 1.1 million **YORK - AP)**

■ The FCC has launched proceedings in home wiring rules saying change is needed because industries. (WARREN'S CABL

■ Telephone and cable television the two leading segments the video-on-demand servers the report says. (INTERACTIVE V

■ **GTE's** board of directors declared cents per share on the company will be payable on April 1, 1996 record on Feb. 21, 1996. (BU

■ A key state regulator has proposed telephone customers should \$1.88 a month to keep the switch from Pacific Bell to a company. (CONTRA COSTA TIMES)

■ The California Public Utilities