



State of Texas

TEX-AN Next Generation

Marketing Plan

Table of Contents

1. INTRODUCTION	1
1.1. Purpose	1
2. MARKETING PLAN OVERVIEW	2
2.1. Overall Marketing and Sales Strategy	2
2.2. Resources Dedicated to TEX-AN NG Marketing Function	2
2.3. Resources Dedicated to TEX-AN NG Sales Function	2
2.4. Sales Offices Related to TEX-AN NG Program	3
2.5. Number of Planned Marketing Efforts in Each Year	6

1. INTRODUCTION

1.1. Purpose

The purpose of this Marketing Plan is to define **tw telecom**'s overall marketing and sales strategy for the TEX-AN NG contract.

2. MARKETING PLAN OVERVIEW

2.1. Overall Marketing and Sales Strategy

tw telecom's overall marketing and sales strategies are planned, organized, and executed at a local, regional, and national level.

From a marketing perspective, tw telecom's primary marketing functions are centralized in our corporate office located in Littleton, Colorado. The Marketing Department includes a diverse team of professional personnel who are responsible for the development and deployment of complex integrated communications solutions across tw telecom's 75 markets.

Within the marketing organization are individuals who have a comprehensive understanding of the emerging requirements and solutions being driven by users in the communications marketplace. Working in a cross-functional team approach, the marketing department team coordinates all aspects of designing, engineering, and operationalizing the deployment of our communications solutions for our customers.

From a sales perspective, once the communication solution has been developed and thoroughly test marketed, the product marketing team works with our market planners to develop comprehensive sales programs and strategies that are executed by the sales teams which operate within each of tw telecom's local markets. These sales and marketing strategies will be further refined based on the unique attributes or requirements of DIR and its customers

By combining a centralized approach to the development of tw telecom's solutions and a decentralized approach to the sales and marketing functions, tw telecom constantly strives to deliver a consistent level of service and reliability across our communication solutions portfolio. From the customer perspective, tw telecom's ultimate goal is to deliver exceptional level of performance and customer satisfaction when compared to other choices in the marketplace.

2.2. Resources Dedicated to TEX-AN NG Marketing Function

tw telecom has a local, regional, and corporate team dedicated to provide marketing to TEX-AN NG customers.

tw telecom has a dedicated staff of marketing professionals located in multiple sites across the country that will provide sales, product and marketing support for those customers approved to purchase from the TEX-AN NG contract.

2.3. Resources Dedicated to TEX-AN NG Sales Function

tw telecom has a local, regional, and corporate team dedicated to provide sales information to TEX-AN NG customers.

tw telecom has 235 direct sales and sales support personnel who are physically located in our various offices throughout Texas in support of all customers who are approved to purchase from the TEX-AN NG contract.

These personnel include:

- Dedicated Sales Executives
- Pre-sales and post-sales Sales Engineers
- Regional Marketing Managers

- Customer Project Managers
- Network Operations Engineers and Technicians

Additionally, **tw telecom** has various departments and personnel located in multiple sites across the country that provide sales, product and marketing support.

2.4. Sales Offices Related to TEX-AN NG Program

tw telecom has a local, regional, and corporate team dedicated to provide sales information to TEX-AN NG customers. Our local account team is based in Austin with additional sales offices in Dallas, Fort Worth, El Paso and Houston. Our corporate team is based in the corporate headquarters in Denver Colorado. Please see locations and contacts below.

<p>Lead Account Manager (Relationship Account Manager)</p> <ul style="list-style-type: none"> • Lead member of your support team, with a focus on the delivery of new services and applications • Lead Account Manager will partner with and support account managers in other Texas markets (San Antonio, Fort Worth, El Paso, Dallas and Houston) who have responsibility for driving TEX-AN NG business in their respective markets. • Specializes in designing network solutions for any of your needs. 	<p>Mark Strobel - Austin (512) 485-1790 - Voice mark.strobel@twtelecom.com</p> <p><i>There are five additional Account Managers within TX to assist in supporting TEX-AN NG customers.</i></p>
<p>Lead Network Application Engineer (Technical Sales Support)</p> <ul style="list-style-type: none"> • Supports any technical aspects of your solutions and services pre and post sales. • Lead Network Application Engineer will partner with and support Network Application Engineers in other Texas markets (San Antonio, Fort Worth, El Paso, Dallas and Houston) who have responsibility for supporting TEX-AN NG technical needs in their respective markets. • Assists in all pre-sales design, configuration, diagrams and requirements as well as ongoing support and review with the lead of the Senior Account Executive. • Works in tandem with the Account Manager as part of the account team to provide complete technical support resources for any and all applications/services. 	<p>Dave Stewart - Austin (512) 485-1798 Voice dave.stewart@twtelecom.com</p> <p>Casey Dodson – Austin (512) 485-1759 Voice casey.dodson@twtelecom.com</p> <p><i>There are twelve additional NAEs within TX to assist in supporting TEX-AN NG customers.</i></p>
<p>Lead Voice Application Engineer</p> <ul style="list-style-type: none"> • Provides expert technical sales engineering support for complex voice solutions. • Lead Voice Application Engineer will partner with and support Voice Application Engineers in other Texas markets (San Antonio, Fort Worth, El Paso, Dallas and Houston) who have responsibility for supporting TEX-AN NG voice-related technical needs in their respective markets. 	<p>Mike Debenedictis - Austin (512) 485-1757 Voice mike.debenedictis@twtelecom.com</p>

<ul style="list-style-type: none"> • Works with the customer, sales and sales engineering for the technical design and feasibility in complex voice applications and solutions. • Coordinates post sale technical assurance interview with the customer and vendor. • Ensures/validates the Order for timely and accurate completion. • Provides the customer, vendor and internal organizations confirmation of the final technical assurance for the solution/order. 	<p><i>There are three additional Voice Application Engineers within TX markets to assist in supporting TEX-AN NG customers.</i></p>
<p>Sales Director (Contract Administrator)</p> <ul style="list-style-type: none"> • The manager responsible for the assignment and performance of the Account Executive and overall account team. • Frequently supports complex application opportunities and can serve as a point of contact for the escalation of issues or needs. 	<p>Patrick Kufrovich - Austin (512) 485-1788 Voice patrick.kufrovich@twtelecom.com</p>
<p>Vice President and General Manager</p> <ul style="list-style-type: none"> • Signature authority for contract negotiations • Executive contact for the majority of support • Overall sales and operations responsibility for the respective region 	<p>Rick Brackeen - Austin (512) 485-1761 Voice rick.brackeen@twtelecom.com</p>
<p>Customer Project Manager</p> <ul style="list-style-type: none"> • Dedicated CPM resource assigned who functions as the single point of contact for all implementation needs. • CPM resource is always available to customers on a 24/7 basis. • Customers will generally receive customized communications based upon specific account needs. • Expedite requests receive automatic approval from Service Delivery. • Requests for after hours activities take priority over all others. • Skilled technicians are assigned to support specific customer accounts. • CPM will have expert knowledge of customer's deployed networks and uses. • CPM works with local Customer Project Coordinators in each respective market to assist with the ordering and implementation on a local basis. 	<p>Cory Bolton (303) 566-5846 cory.bolton@twtelecom.com</p>
<p>Director of Operations</p> <ul style="list-style-type: none"> • Responsible for the city infrastructure. • Work with Director of Operations in other TX markets regarding installations related to the TEX-AN NG contract and DIR customers • Manages technicians, engineers and outside plant team to ensure we build and maintain the highest performing network possible. 	<p>Victor Gonzalez - Austin (512) 485-6394 Voice victor.gonzalez@twtelecom.com</p> <p><i>There are five additional Operations Directors within TX markets to assist in supporting TEX-AN NG customers.</i></p>

<p>Senior Service Manager</p> <ul style="list-style-type: none"> • Act as the single point of escalation to assigned customers. • Manage the service plan, MSA or SLA, and escalation procedures for assigned customers. • Ensure escalation procedures are current at all times. • Manage resources via front-line supervision. • Gain intimate knowledge of the assigned customer's services and products. • Respond promptly to service requests. • Proactively identify and resolve procedural order flow or technical issues that are potential customer service problems. • Demonstrate leadership in resolving issues and concerns for customers' services. Monitor and follow through to resolution. • Provide a single point of contact on Tier II services and maintenance escalations if the established escalation process fails. • Provide 24x7 support to the customer as needed for emergencies, special routines, cut-over and any and all activity the involves or touches the customer's products and services. • Partner/align with the Implementation Project Manager supporting assigned customers. • Interface with all operating teams in field operations, NOC, sales teams and engineering as needed. • Partner/align with the sales team. • Partner/align with city ops and sales to provide quality coordinated on-site service for customers. • Provide data and feedback to other internal organizations. Initiate and maintain ongoing discussions with sales on growth areas and customer performance expectations. • Provide input on new projects and forecasting for assigned customer as needed to ensure proper service levels will be achieved • Gather customer expectations and provide metrics to support quality of experience. 	<p>Sharlee Neet (303) 566-5951 sharlee.neet@twtelecom.com</p>
<p>Account Management Specialist (Billing Manager)</p> <ul style="list-style-type: none"> • Manages the customer's experience <i>post-installation</i> to ensure complete customer satisfaction and to ensure all customer needs are met. • Primary point of contact on non-sales related activity • Inventory management: <ul style="list-style-type: none"> • Complete inventory tracking and updates • Perform sales notification and tracking of expired services • Monitor completed orders, update inventory and provide proactive notification of changes 	<p>Shannon Jones (512) 485-6395 shannon.jones@twtelecom.com</p>

<ul style="list-style-type: none">• Contract compliance (i.e.: expiration, MSA adherence, renewals, pricing)• Escalations as necessary where the customer relationship may be in jeopardy (i.e.: issues with the Denver Operations Center in closing a ticket, slow moving order escalation and prolonged bill disputes)• Develop Customer Account Profiles with information such as complete inventory, account numbers, monthly run rate, bill dispute history and trouble ticket history	
---	--

tw telecom has sales offices in numerous Texas cities supporting TEX-AN NG. These offices total 235 personnel that are either directly involved in the sales and marketing function or in support of those dedicated to that role.

2.5. Number of Planned Marketing Efforts in Each Year

tw telecom has monthly, quarterly, and seasonal conferences where marketing efforts are planned in conjunction with TEX-AN NG customers.

tw telecom plans to participate in the following annual conferences/trade shows:

- TAGITM
- TASSCC
- Various other DIR sponsored educational conferences
- GTC SW
- Innotech Austin
- DIR Telecommunications Forum
- Power to Purchase

Additionally, **tw telecom** has numerous marketing tools that it employs on a daily, monthly and quarterly basis to educate and support its customers. These include:

- Press Release and Marketing Flyer: Announcing **tw telecom** as selected winner of State of Texas RFP. **tw telecom** will also create a LinkedIn and Twitter tagline for social media awareness.
- Formal Letter from Regional VP: Announcement from the RVP to selected contacts announcing that **tw telecom** has been selected as the winner of the RFP.
- Series of different Marketing Flyers delivered via HTML email or traditional mail: Examples include:
 - Texas has a new choice in telecom providers... **tw telecom**.
 - a. **tw telecom** provides a range of telecom services (voice, data and Internet)
 - b. These choices result in lower costs (stretching budgets, controlling expenses, getting better services for less)
 - c. Call to action : Free month of service

- Details on what **tw telecom** has to offer ... Cost-effective voice, data and Internet choices
 - a. MPLS, Ethernet, Voice and Internet services
 - b. Personalized service and support from local and national experts
 - c. Multiple, customized bandwidth and communications services from a single provider
 - d. Diverse, fiber based last mile solutions to support your DR or BC plans
 - e. Call to action : Free month of service
- **tw telecom** services are a viable Frame Relay replacement
 - a. Focus on upgrading replacing legacy networks with IPVPN/MPLS
 - b. Flexible, scalable connections that can meet increases in bandwidth needs
 - c. Managed routers lower capital costs
 - d. Call to action : Free month of service
- Customer Service
 - a. Get to know **tw telecom**
 - b. Focus on Customer Service
 - c. Call to action : Free month of service

Other Marketing tools include:

- Customer Insight & Action Alerts: This is a **tw telecom** program that empowers and encourages all customer support employees who come in contact with any TEX-AN NG customer to provide timely and actionable feedback through automated e-mail alerts to the **tw telecom** dedicated State of Texas support team. These alerts assist in the account team's dedication to providing proactive sales and marketing efforts.
- Webinars: **tw telecom** provides periodic webinars featuring topics that help promote customer awareness on current technology that often times drives efficiencies and cost savings ideas through the adoption of tw telecom services.
- Quarterly Marketing Campaigns: Each quarter, **tw telecom** promotes awareness of one of its products or technologies through a targeted e-mail and mailing campaign. This further enables awareness to promote the benefits of the services provided by **tw telecom**. Monthly eNewsletter: This is a monthly e-mail that provides topics of interest to include Industry News, Feature Article, Business Trends, Tip of the Month and **tw telecom** News.

Customers will be invited to participate in these marketing programs through **tw telecom**'s assigned Account Managers throughout the State of Texas. We have a local account owner in each of our markets who will initially reach out to DIR and introduce themselves by phone. A list from DIR of the agencies including, agency name, contact, contact role (title), email address, physical address, and phone number would allow us to achieve our marketing goals.

Marketing goals are to drive lead generation, profitable revenue growth and increased ROI on investments through targeted, integrated national direct response and awareness campaigns. **tw telecom** will create and execute local and regional marketing programs, campaigns and promotions to drive brand awareness and sales in State of TX markets.

Market segments will be divided by state, counties, education, and city, based upon the agency's location being partially within our footprint or their HQ within our footprint.

