

Millennium-Skyline



PROJECT

# **PINPOINT TELECOM MARKETING FOR THE INTERNET AGE**

**New Market Intelligence Tool Helps  
CO Switch and Access Equipment Suppliers  
Target High Potential Applications**

**Introducing . . .**

**Central Office Strategic Market Analysis (COSMA)**

# MILLENNIUM-SKYLINE PROJECT

Page left blank intentionally

# MILLENNIUM-SKYLINE PROJECT

## Introduction

U.S. telecom carriers are on the brink of a massive transformation.

The installed base of nearly 24,000 central office switches is obsolete. Circuit switches designed for voice traffic are giving way to lower-cost packet softswitches and access gateways that can handle multimedia traffic. Voice over IP (VoIP) will be a killer app but it is just one example of a low-cost, high-value application on a packet infrastructure. Many more packet-based applications will follow.

Circuit-to-packet, or C2P, is a total network upgrade, not a box replacement. C2P will be the fastest technology cycle in the telephone industry's year history. The confluence of market forces and low operating costs make C2P a strategic imperative for local telcos. The analog-to-digital transition took 25 years; we think C2P will be complete by 2020.

Simultaneously, much of today's narrowband infrastructure will be replaced or upgraded by high-performance broadband "pipes": POTS-to-PIPES (P2P)

Technology cycles, equipment replacement programs and network upgrade initiatives have come and gone. It's different this time!

In the old Bell System days, Bell labs dictated what network technology, where and when. Change was tightly controlled over long periods.

Today, customer demand, competitive forces, and technology advances are coming together to reshape the network faster--and more profoundly--than ever before.

Residential and business customers today want faster, better, and cheaper voice, data, and video services. Customers are buying from any service provider that can deliver, and telephone networks that were designed in the voice-only POTS-Era simply can't.

Furthermore, the key driver of the POTS-Era market, telco access line growth, is dead.

Since 2000, access lines have declined at -4% per year while wireless subs, CLEC lines, cable modems, and digital subscriber lines (DSL) have grown at a combined 23% CAGR. [Visit the Research Reports page on our Web site <http://www.skylinemarketing.com> for a brochure on our report, "An Excess of Access: U.S. Access Equipment Market Brief, Issue 2]

More important, access lines will never grow again!

Telcos must find new sources of revenues and profits to replace the losses. Fast!

But they face a major hurdle.

# MILLENNIUM-SKYLINE PROJECT

By our reckoning, the cost of C2P in the U.S. will run close to \$40 billion over the next 15 to 20 years—and that's just for the switches. Add the cost of copper and fiber cable deployments (including FTTN/FTTP), outside plant hardware, access transmission gear, and power equipment, and much of the telcos' \$350 billion installed base investment will turn over in the next two decades. [Visit the Research Reports page at our Web site <http://www.skylinemarketing.com> for a brochure on our report, "A Switch To Packet: U.S. Central Office Switch Market Brief".]

Equipment manufacturers can ride the network transformation wave to success. One might think that converting a huge telecom network to broadband-, optical-, and packet-based services is a big, target-rich environment.

Think again!

This transformation will not be a simple technology replacement cycle where the customer swaps an old box for a new box. Rather, circuit switch replacement decisions, whether in the CO or on the customer premises, will be made on the basis of price/performance, that is, revenue generation and opex reduction bang for the capex buck.

More important, switch replacement decisions are being made on a pragmatic, business case by case, CO-by-CO basis. No more annual replacement programs!

The question is: How do you get ahead of the curve? How can you be proactive in understanding the customers' network, and proposing solutions that support their economic goals in any CO? How can you gain an 'unfair competitive advantage' in winning new business?

The answer is: You need data. Lots of it! The detailed data that will enable you to make hard choices and sound decisions. You need to know what's in every CO in the U.S., and details about the end customers that are served from each of these COs.

Armed with the data, you can build precise marketing strategies and sales tactics for each target telco customer.

If you understand your customer's network in detail, you can develop a highly -relevant value proposition, one that positions your products and services to address their issues and solve their problems. And you win the business!

Here's what you need ...

# MILLENNIUM-SKYLINE PROJECT

**Central Office Strategic Marketing Analysis (COSMA)** ... another high-value market research service from Millennium-Skyline Project.

**COSMA** is a strategic market intelligence database that captures details on every one of the nearly 24,000 COs in the U.S.

**COSMA** is available in several versions:

- **COSMA\_Switch**
- **COSMA\_Business**
- **COSMA\_Residential**

Detailed descriptions of each service follow.

# MILLENNIUM-SKYLINE PROJECT

**I. COSMA-Switch** characterizes the installed base of central office switches on a Metropolitan Statistical Area (MSA) basis.

The **COSMA\_Switch** database includes the following fields:

LOCAL ACCESS TRANSPORT AREA (LATA) NAME  
METROPOLITAN STATISTICAL AREAS (MSA) NAME  
SWITCH MANUFACTURER (E.G., NORTEL LUCENT, SIEMENS, ETC.)  
EQUIPMENT NAME (E.G., DMS-10, 5ESS, DCO, ETC.)  
LOCAL EXCHANGE CARRIER (LEC) TYPE  
OPERATING COMPANY NAME  
STREET ADDRESS  
CITY  
SWITCH ZIP  
SWITCH TYPE:  
\_END OFFICE  
\_HOST  
\_REMOTE  
HOST/REMOTE RELATIONSHIPS  
WORKING BUSINESS LINES  
WORKING RESIDENTIAL LINES  
WORKING TOTAL LINES

Here are some examples of how you can use **COSMA\_Switch** data to develop pinpoint marketing strategies for each MSA.

## **COSMA\_Switch**-based Prospective Marketing Strategies

Target By LEC	Develop a comprehensive C2P switch strategy for a LEC by exchange, by region or by company. (See Sample #1)
Target by Line Size	Propose to replace/consolidate all switches less than, for example, 5,000 lines.
Target by Incumbent Supplier	Propose to replace/consolidate all, for example, Nortel switches in the MSA. (See Sample #2)
Target by Switch Type	Propose to replace/consolidate all Host/Remote configurations with the LATA. (See Sample #3)

# MILLENNIUM-SKYLINE PROJECT

**II. COSMA-Business** characterizes the installed base of businesses that are served from all the central office switches in a specific Metropolitan Statistical Area (MSA).

The **COSMA\_Business** database includes the following fields:

COMPANY NAME  
ADDRESS  
CITY  
STATE  
ZIP  
STATISTICAL IDENTIFICATION CODE (SIC)  
SIC CODE DESCRIPTION  
NO. OF EMPLOYEES IN THE BUSINESS  
ESTIMATED ANNUAL REVENUES  
SERVING CO  
SERVING LEC  
DISTANCE BAND (I.E., DISTANCE FROM THE CO)  
NO. OF DS0s (TOTAL & AVERAGE) AT THE BUSINESS LOCATION  
NO. OF VOICE DS0s (TOTAL, AVERAGE) AT THE BUSINESS LOCATION  
NO. OF DATA DS0s (TOTAL & AVERAGE) AT THE BUSINESS LOCATION  
NO. OF xDSLs (TOTAL & AVERAGE) AT THE BUSINESS LOCATION  
NO. OF PCs (TOTAL & AVERAGE) AT THE BUSINESS LOCATION  
BANDWIDTH DEMAND (TOTAL & AVERAGE) AT THE BUSINESS LOCATION

Here are some examples of how you can use **COSMA\_Business** data to develop pinpoint marketing strategies for each MSA.

## **COSMA\_Business**-based Prospective Marketing Strategies

Target By SIC	Develop a comprehensive softswitch/IP PBX switch deployment strategy for businesses in the same industry/service group within the MSA.
Target by Employee Size	Address all businesses in the MSA with less than 20, or less than 50, or less than 100 employees.
Target by Distance from CO	Address all those businesses in the MSA that are located, for example, less than 12 Kft from the CO.
Target by No. of DS0s/xDSLs	Address all businesses by the total DS0s (or xDSLs) serving those locations.
Target by No. of PCs	Address all businesses by the total PCs used in those locations.

# MILLENNIUM-SKYLINE PROJECT

**III. COSMA-Residential** characterizes the residential installed base served from all the central office switches in a specific MSA or LATA.

The **COSMA\_Residential** database is customized to fit the requirements of the purchaser.

Millennium-Skyline Project will provide a separate Firm Price Quotation (FPQ) for each request.

# MILLENNIUM-SKYLINE PROJECT

## U.S. METROPOLITAN STATISTICAL AREAS (MSAs)

MSA#	MSA Name	MSA#	MSA Name
1	Los Angeles-Long Beach, CA	31	Fort Worth-Arlington, TX
2	New York, NY	32	San Jose, CA
3	Chicago, IL	33	Cincinnati, OH-KY-IN
4	Philadelphia, PA-NJ	34	Orlando, FL
5	Washington, DC-MD-VA-W	35	Sacramento, CA
6	Detroit, MI	36	Fort Lauderdale, FL
7	Houston, TX	37	Indianapolis, IN
8	Atlanta, GA	38	San Antonio, TX
9	Dallas, TX	39	Norfolk-Virginia Beach- Newport News, VA-NC
10	Boston, MA-NH	40	Las Vegas, NV-AZ
11	Riverside-San Bernardino, CA	41	Columbus, OH
12	Phoenix-Mesa, AZ	42	Milwaukee-Waukesha, WI
13	Minneapolis-St. Paul, MN-WI	43	Charlotte-Gastonia-Rock Hill, NC-SC
14	Orange County, CA	44	Bergen-Passaic, NJ
15	San Diego, CA	45	New Orleans, LA
16	Nassau-Suffolk, NY	46	Salt lake City-Ogden, UT
17	St; Louis, MO-IL	47	Greensboro-Winston-Salem- High Point, NC
18	Baltimore, MD	48	Austin-San Marcos, TX
19	Seattle-Bellevue-Everett, WA	49	Nashville, TN
20	Tampa-St. Petersburg- Clearwater, FL	50	Providence-Fall River- Warwick, RI-MA
21	Oakland, CA	51	Raleigh-Durham-Chapel Hill, NC
22	Pittsburgh, PA	52	Hartford, CT
23	Miami, FL	53	Buffalo-Niagara Falls, NY
24	Cleveland-Lorain-Elyria, OH	54	Middlesex-Somerset- Hunterdon, NJ
25	Denver, CO	55	Memphis, TN-AR-MS
26	Newark, NJ	56	West Palm Beach-Boca Raton, FL
27	San Juan-Bayamon, PR	57	Monmouth-Ocean, NJ
28	Portland-Vancouver. OR-WA	58	Jacksonville, FL
29	Kansas City. MO-KS	59	Rochester, NY
30	San Francisco, CA	60	Grand Rapids-Muskegon- Holland, MI

## MILLENNIUM-SKYLINE PROJECT

<b>MSA#</b>	<b>MSA Name</b>	<b>MSA#</b>	<b>MSA Name</b>
61	Oklahoma City, OK	81	Allentown-Bethlehem-Easton, PA
62	Louisville, KY	82	Gary, IN
63	Richmond-St. Petersburg, VA	83	Harrisburg-Lebanon-Carlisle, PA
64	Greenville-Spartanburg-Anderson, SC	84	Scranton-Wilkes Barre-Hazleton, PA
65	Dayton-Springfield, OH	85	Toledo, OH
66	Fresno, CA	86	Jersey City, NJ
67	Birmingham, AL	87	Baton Rouge, LA
68	Honolulu, HI	88	Youngstown-Warren, OH
69	Albany-Schenectady-Troy, NY	89	Springfield, MA
70	Tuscon, AZ	90	Sarasota-Bradenton, FL
71	Tulsa, OK	91	Wilmington-Newark, DE-MD
72	Ventura, CA	92	Little Rock-North Little Rock, AR
73	Syracuse, NY	93	Ann Arbor, MI
74	Omaha, NE-IA	94	McAllen-Edinburg-Mission, TX
75	Albuquerque, NM	95	Stockton-Lodi, CA
76	Tacoma, WA	96	Charleston-North Charleston, SC
77	Akron, OH	97	Wichita, KS
78	Knoxville, TN	98	New Haven-Meriden, CT
79	El Paso, TX	99	Mobile, AL
80	Bakersfield, CA	100	Columbia, SC

# MILLENNIUM-SKYLINE PROJECT

## U.S. LOCAL ACCESS TRANSPORT AREAS (LATAs)

STATE	# LATAs	LATA NAMES
Alabama	3	Birmingham, Huntsville, Mobile, Montgomery
Alaska	1	Alaska
Arizona	3	Navajo Territory, Phoenix, Tucson
Arkansas	3	Fort Smith, Little Rock, Pine Bluff
California	11	Bakersfield, Chico, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, San Luis Obispo, Stockton
Colorado	2	Colorado Springs, Denver
Connecticut	1	Connecticut
Delaware	1	Philadelphia
District of Columbia	1	Washington, D.C.
Florida	10	Daytona Beach, Ft. Myers, Gainesville, Jacksonville, Miami, Orlando, Panama City, Pensacola, Tallahassee, Tampa
Georgia	5	Albany, Atlanta, Augusta, Macon, Savannah
Hawaii	1	Hawaii
Idaho	2	Boise, Couer D'Alene
Illinois	12	Cairo, Champaign, Chicago, Forrest, Macomb, Mattoon, Olney, Peoria, Quincy, Rockford, Springfield, Sterling
Indiana	7	Auburn-Huntington, Bloomington, Evansville, Indianapolis, Richmond, South Bend, Terre Haute
Iowa	4	Cedar Rapids, Davenport, Des Moines, Sioux City
Kansas	2	Topeka, Wichita
Kentucky	3	Louisville, Owensboro, Winchester
Louisiana	4	Baton Rouge, LaFayette, New Orleans, Shreveport
Maine	1	Maine
Maryland	3	Baltimore, Hagerstown, Salisbury
Massachusetts	2	Boston, Springfield
Michigan	5	Detroit, Grand Rapids, Lansing, Upper Peninsula
Minnesota	4	Duluth, Minneapolis, Rochester, St. Cloud
Mississippi	2	Biloxi, Jackson
Missouri	4	Kansas City, Springfield, St. Louis, Westphalia
Montana	2	Billings, Great Falls

## **MILLENNIUM-SKYLINE PROJECT**

<b>STATE</b>	<b># LATAs</b>	<b>LATA NAMES</b>
Nebraska	3	Grand Island, Lincoln, Omaha
Nevada	2	Pahrump, Reno
New Hampshire	1	New Hampshire
New Jersey	3	Atlantic City, Delaware Valley, Jersey City
New Mexico	1	New Mexico
New York	8	Albany, Binghamton, Buffalo, Fishers Island, New York, Poughkeepsie, Rochester, Syracuse
North Carolina	7	Asheville, Charlotte, Fayetteville, Greensboro, Raleigh, Rocky Mount, Wilmington
North Dakota	2	Bismark North, Brainero-Fargo
Ohio	8	Akron, Cincinnati, Cleveland, Columbus, Dayton, Lima-Mansfield, Toledo, Youngstown
Oklahoma	2	Oklahoma City, Tulsa
Oregon	2	Eugene, Portland
Pennsylvania	6	Altoona, Erie, Harrisburg, Philadelphia, Pittsburgh, Scranton
Rhode Island	1	Rhode Island
South Carolina	4	Charleston, Columbia, Florence, Greenville
South Dakota	1	South Dakota
Tennessee	5	Bristol-Johnson City, Chattanooga, Knoxville, Memphis, Nashville
Texas	17	Abilene, Amarillo, Austin, Beaumont, Brownsville, Corpus Christi, Dallas, El Paso, Hearne, Houston, Longview, Lubbock, Midland, San Angelo, San Antonio, Waco, Wichita Falls
Utah	2	Navajo Territory, Utah
Vermont	1	Vermont
Virginia	8	Charlottesville, Culpeper, Edinburg, Harrisonburg, Lynchburg, Norfolk, Richmond, Roanoke
Washington	2	Seattle, Spokane
West Virginia	3	Bluefield, Charleston, Clarksburg
Wisconsin	4	Eau Claire, Green Bay, Madison, Milwaukee
Wyoming	1	Wyoming

# MILLENNIUM-SKYLINE PROJECT

## COSMA Price Lists

# MSAs/LATAs	COSMA_Switch Unit Price	Extended Price (based on max. #)
1	\$4,995	\$4,995
2 to 5	\$3,495	\$17,475
6 to 10	\$2,995	\$29,950
11 to 25	\$2,495	\$62,375
26 to 50	\$1,995	\$99,750
50 to 100	\$1,495	\$149,500
100+	\$995	\$192,035

Show Order Code on Order Form: **COSMA\_SW**

Indicate MSA/LATA Name or #, and Quantity on Order Form (See MSA/LATA lists)

# MSAs/LATAs	COSMA_Business Unit Price	Extended Price (based on max. #)
1	\$6,250	\$6,250
2 to 5	\$4,995	\$24,975
6 to 10	\$3,495	\$34,950
11 to 25	\$2,995	\$74,875
26 to 50	\$2,495	\$124,750
50 to 100	\$1,995	\$199,500
100+	\$1,245	\$240,285

Show Order Codes on Order Form: **COSMA\_BUS**

Indicate MSA/LATA Name or #, and Quantity on Order Form (See MSA/LATA lists)

# MILLENNIUM-SKYLINE PROJECT

## Millennium-Skyline Project Order Form

Please return form to: FAX: Skyline Marketing Group at (410) 654-1127  
MAIL: Skyline Marketing Group  
4732 Wainwright Circle, Suite 400  
Owings Mills, MD 21117

SHIP TO: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### PAYMENT OPTIONS:

Check enclosed for US\$ \_\_\_\_\_ (Payable to Skyline Marketing Group)

Wire Transfer for US\$ \_\_\_\_\_ (ABA#052000618, Acct#6476104)

Order Code	# of MSAs/LATAs	MSA/LATA # or Name	Unit Price	Total
SHIPPING & HANDLING FEE (on CD)				\$25.00
TOTAL PRICE				

REGULAR SHIPPING: All orders are shipped via Priority or Express Mail, depending on order size. Please allow 5 to 7 days from receipt of payment for regular delivery. Your receipt of payment will be included in your order.

RUSH SHIPPING: Shipping is available via FedEx. (or other courier) Orders must be received by 3:00 PM EST to be shipped the same day. Please choose from the following FedEx (or other courier) delivery options:

Please charge my FedEx account # \_\_\_\_\_

Send via: FedEx Standard Overnight \_\_\_\_ FedEx Priority Overnight \_\_\_\_ FedEx 2<sup>nd</sup> Day \_\_\_\_

BY SUBMITTING THIS ORDER FORM THE CUSTOMER AGREES TO THE FOLLOWING TERMS AND CONDITIONS:  
No returns or refunds due to content. Document sample pages, and table of contents are available on request, prior to purchase.

QUESTIONS? Call (410) 654-1131, or e-mail: john@skylinemarketing.com

