

LADS Responsibilities

8-14-91

092091 AMASAY, WILLIAM
8-23-91 BOETTCHER, RICHARD
8-21-91 CARLSON, TOMMY
9-3-91 DUFFY, FRANCIS
8-23 FORYTEK, JOHN
0919472 HONNEKE, ROBERT
8-26-91 KLASS, WILLIAM
9-4-91 REMLING, RONALD

TO: Fox Valley S.S. Mgrs
FILE: 8.07

There seems to be some confusion as to where and what our (Wis Bell S.S.) responsibilities are pertaining to maintenance of LADS circuits.

Please review the attached two documents with your people so they know what they are responsible for when they work on these circuits.

As I understand it, the tariff says we need only to perform:
Frequency Run
D.C. Tests
Noise = 3 KC, C Message, Impulse

If these are in limits we're OK.

You must inform the customer if we meet all these requirements and they still have trouble, they should check they're equipment.

As the letter says - we don't guarantee any speed.

We've been spending overtime hours on some of these circuits even after we've made all the tests and cleared our facilities.

Lets not lose any more money on these!

Call with your comments, please.



Area Manager Special Services

March 6, 1987
File: SSO 5.3

*Route Copy
to 4Men*

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craft 3-19-87
y*

Mr. Doerr

On February 25, 1987 I presented a video tape viewing on Basic Digital Service (BDS) to your Staff. At that meeting a question was asked which I was unable to answer. The question was:

"What is the difference between BDS and Local Area Data Service (LADS)?"

Listed below are Tariff definitions and some of the basic service differences.

LADS

LAD channels provide private line service suitable for base band transmission of digital data signals. LAD service is limited to point-to-point service within the same wire center.

Note →

1. LADS service is supported up to 4.8 KB/s. Customers are not required to specify their speed requirements.
2. Remote analog/digital testing is not available.
3. No synchronization (timing) is provided.
4. LADS service is restricted to intra-wire center applications.
5. Service is limited to points that are not more than 6 facility route miles apart.
6. Common equipment is not utilized for LADS. Local coils and pads are used in the central offices.
7. Future service offerings with LADS.
 - a. None

BDS

Basic Digital Service is an intra-LATA end-to-end digital private line service that provides for the four wire, duplex transmission of digital signals at synchronous speeds of 2.4, 4.8, 9.6 or 56 kilobits per second.

1. BDS service supports 2.4, 4.8, 9.6 and 56KB/s. Customers must specify speed requirements.
2. Remote Analog and digital testing capability is available in most cases.
3. Synchronization (timing) is provided on all BDS circuits.
4. BDS is offered as Inter and Intra wire center service.
5. 2.4, 4.8 and 9.6KB/s BDS service is not distance sensitive within the serving wire center area.
6. BDS service will be provided via data port arrangement between wire centers.
7. Future service offerings with BDS:
 - a. Multi-point
 - b. Secondary Channel

Questions regarding this letter may be directed to me at 678-4844.



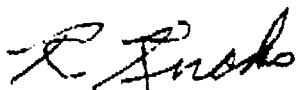
David C. Vanness
Assistant Staff Manager - Special Services

DCV:dme

cc:

Mr. Bainbridge
Ms. Schmitz
Mr. Hale
✓ Mr. Meetz
Mr. Mogden
Mr. Sherman (S)
Mr. Sherman(T)

For further information on LADS, please refer to Wisconsin Bell's Bell Channel Services Tariff, Section 3, pages 15 and 16, and the Bell System Technical Reference, PUB 41028.



Staff Manager -
Network Switched Services

ER:pls

cc:

Mr. Neyhart
Mr. Darkow
Mr. Awe
Mr. Peterson
Mr. Donovan

SUBJECT: Referral of Data Channel sales leads to Account Executives
(Except MBA Accounts)

DATE: February 12, 1988

TO: MBC/CBC Personnel
Account Executives
Network Consultants

114 RC# 824240000
MGR-NTWK SWD SVCS
MEETZ
221 W WASHINGTON ST 4 FL
APPLETON WI 54911

Route

COVER BY: February 26, 1988

AUTHOR: Jennie Tindal, 414 678-3153

File in sales book

Effective as soon as possible, service representatives are to refer all leads for certain data channels to the Account Executives for possible Digital Channel sales.

These services include: Direct Digital Services (DDS), Basic Digital Services (BDS) or Local Area Data Service (LADS).

Service Reps will continue to accept and negotiate service orders for analog (3002/3003) Data private lines.

The following Job Aid and an existing HB page (attached) can be used when determining the type of service the customer requires and if the commitment should be referred:

. DETERMINE if customer already has the necessary equipment

. IF YES

AND CUST NEEDS	THEN
ANALOG	NEGOTIATE 3002/3003
DIGITAL	REFER TO SALES

. IF NO

DETERMINE analog or digital channel requirement by reviewing HB chart

IF	THEN
ANALOG	NEGOTIATE 3002/3003
DIGITAL	REFER TO SALES
NOT SURE	

THE MYSTERY OF LADS!

The following information is provided generally for the MBC MBA reps who negotiate the service today. However, it may be useful for the other service representatives to expand their knowledge of our Data service offerings.

There has been a misunderstanding regarding the use and definition of Local Area Data Service (LADS).

LADS service is a two-point channel within the same wire center between non-continuous property.

This channel requires a "non-loaded" facility. This "non-loaded" facility is available at no additional charge to the customer only if those facilities are already in place. If the facility in place is a "loaded" facility, WB will "unload" it to provide the service to the customer. This is done at the expense of the customer. Because of the costs involved in "unloading" facilities, it is very infrequent.

LADS is not a digital service! LADS merely provides two or four wire facilities with NO office repeaters, NO guaranteed transmission speeds (bit rates) and NO remote testing capabilities. However, BDS and DDS do provide these features.

LADS is a "no frills" low cost pair of wires whose transmission quality is almost entirely dependent upon the CPE and application. Signal quality is in NO WAY enhanced by WBI equipment in the central office.

Because it is an "unloaded" facility, many customers use LADS for digital transmission.

BDS VS. LADS

1. BDS is a completely digital service.
2. BDS is offered at given digital transmission speeds (2.4, 4.8, 9.6 and 56 Kbps. per second) whose speeds are guaranteed
3. Any cost of "un-loading" the facilities is already included in the installation charges for BDS.
4. BDS provides superior performance over LADS in terms of error rate, maintenance, flexibility, reliability and availability.
5. Enhancements to the service will be offered in the near future (multipoint and diagnostics capabilities)

MBA SERVICE REPS ONLY

Because the MBC MBA group is responsible for explaining and negotiating most of WB's Data services to our major accounts, the following information is provided to assist the reps when discussing analog and digital service features with their customers.

BDS VS. DDS

1. BDS is available in all WBI serving areas.
2. BDS is usually less expensive.

The advantages of an all digital facility (BDS, DDS) include higher speeds, greater transmission efficiency, better circuit reliability, greater transmission accuracy and lower CPE costs.

HANDBOOK PAGES

Handbook pages will be revised and released under seperate cover in approximately three weeks.

Jennie Jindal

Assistant Staff Manager - Major Business

attachment

cc: R. Vick

M. Gillman