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.

Let's not lose any more money on these!

Call with your comments, please.

Area Manager Special Services
BDS/LADS Differences

March 6, 1987
File: SSO 5.3

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.

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.

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
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

CC: Mr. Bainbridge
Ms. Schmitz
Mr. Hale
Mr. Meetz
Mr. Mogden
Mr. Sherman (S)
Mr. Sherman (T)
MEMORANDUM

February 15, 1989

Interest in Local Area Data Service (LADS) has recently increased due to new service offerings. This renewed interest calls for a review of what LADS really is and its limitations by tariff and technical references.

Local Area Data Channels provide a means to connect two customer terminal locations within a single serving wire center.

Transport facilities must be available, nonloaded copper, not to exceed six (6) facilities miles.

LADS is furnished in 2-wire (9080 type) and 4-wire (9081 type) configurations.

If an available facility is loaded or has excessive bridged tap, the customer must pay the cost to have these items removed. This is a time and material process and can be expensive.

Should any of the above items not be met, the customer should be offered an alternate service.

Wisconsin Bell Channel Service Tariff does not offer or support a given transmission rate.

We provide a channel between two points without any special conditioning.

Please keep in mind we do not guarantee the transmission of a given speed nor do we guarantee to keep these facilities available. At any time, the copper facility could be changed and a LADS would no longer function. Thus, the customer would be required to accept another grade of service.

In the past, LADS has been offered to customers to provide tie lines or off-premises PBX stations. This was not a proper use of this service as LADS is not provided for connection to the public switched network.
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.

R. Finke

Staff Manager -
Network Switched Services

ER: pls

cc:
Mr. Neyhart
Mr. Darkow
Mr. Awe
Mr. Peterson
Mr. Donovan
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:

1. 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

<table>
<thead>
<tr>
<th>IF</th>
<th>THEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANALOG</td>
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</tr>
<tr>
<td>DIGITAL</td>
<td>REFER TO SALES</td>
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<tr>
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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.

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 separate cover in approximately three weeks.

attachment
cc:  R. Vick
    M. Gillman