



Performance from Experience

Telcordia
Technologies, Inc.
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Will you kindly acknowledge receipt of this message? Simply check the appropriate option on the enclosed Field Test Authorization form and return it at once in the postage-paid envelope provided. Thank you.

Dear Fellow Telecommunications Executive:

He was hired following a high profile executive search – heir apparent to the CEO of a laboring \$52 billion telecommunications giant. Wall Street and the news media heralded his arrival.

He would be the one to come to grips with deregulation, the emergence of fiber and wireless, the convergence of voice and data communications, and the wild card of the Internet. He would instill a new vision and restore lost reputation and market share, leading the charge into the 21st century.

Hitting the ground running, he met with important customers, made key appointments, broke ground on an elegant 7500 square foot executive residence just minutes from corporate headquarters and informed the Wall Street Journal he didn't intend on being No. 2 for long.

He wasn't.

Just eight months later he was gone -- removed suddenly and unceremoniously by a board of directors that concluded he lacked "intellectual leadership." Shockingly, for all of his education and senior management experience, they concluded he wasn't able to grasp the complexities and dynamics of today's telecommunications business reality. He just didn't "get it."

Do you?

Forgive me for asking – and not to needlessly alarm you – but how's your "intellectual leadership" as it pertains to your telecommunications career.

You see, these days not “getting it” is not just about being fired and having to make ends meet on a \$26 million golden parachute. Oh no, most of us could get over that!

It’s about your boss bypassing you in seeking advice on making key R&D or marketing decisions in favor of that greenhorn new college hire down the hall. It’s about sacrificing your career on an employer with dead-end technology, when you should have jumped ship to that visionary startup across town. It’s about sitting on the sidelines watching highflier telecom industry stocks go through the roof, because you don’t have confidence you can pick the winners from the losers.

Sad to say, the consequences of not “getting it” are real – and considerable. However the good news is that there now is a way you can acquire the necessary expertise to come to grips with new telecommunications breakthroughs. And you don’t need to undertake a two-year internship at Cal Tech or MIT to do it.

I’m Barry Sullivan, of Telcordia Technologies. Dating back to the time we were a research arm of the Bell system, we’ve made our living by being smart around what’s coming down in the science of telecommunications. We’ve led the way in the development of ISDN/Broadband networks, SONET, xDSL, the implementation of intelligent networks and 800 number services and the evolution of Internet technology and standards. So you can appreciate why we were seeking an accelerated way of helping our employees and our strategic business partners stay current with the onslaught of today’s emerging and converging telecommunications technologies.

The result of our labors is an astonishingly intuitive, on-demand learning and reference system we call, appropriately enough, ***Emerging & Converging Telecommunications Technologies***. And the good news is that it’s now available to you and other telecom industry executives and professionals to Field-Test for yourself at no cost or obligation whatsoever.

More about this surprising breakthrough later. Let’s consider why it was really necessary.

Exhilarating Times – If You “Get It”

These are not ordinary times. In fact, people are saying that the telecommunications industry is going through a “hundred-year event.” Now we all know what happens when there are hundred-year floods or hundred-year droughts. Or when people build picture window vacation homes on hundred-year fault lines.

But hundred year events can be every bit as exhilarating as they can be destructive. Consider this.

Once upon a time a network was something a human operator created by plugging a patch cord into a switchboard. State of the art was recognizable speech and decent uptime.

Today, networks carry voice, data, full motion video, everything but a vodka martini, simultaneously in a mish mosh of 0s and 1s. Then a superhuman switch, operating at the speed of light unravels each message strand and delivers it unerringly in a flash to the intended recipient. Compared to this, the efforts of the British secret service to decode the German Enigma cipher during WWII were child's play!

Down the road, networks will come alive as sets of applications – jabbering and conspiring among themselves like busybody droids, then shape-shifting on the fly as mobile software objects act on them – to transparently address consumers' constantly changing needs. Star Wars VII, here we come.

Do you “get it” concerning the technical possibilities and business implications of new telecom networking breakthroughs? ***Emerging & Converging Telecommunications Technologies*** can help put you on the leading edge. And that's just the beginning.

Consider the Internet -- isn't everybody!

Remember those conspiracy theory types who felt that fluoridating our water was some sort of a communist plot. Well, that's one way to look at how us unsuspecting telecommunications industry types welcomed the Internet.

That's right we let the Internet sneak in right under our noses thinking it was little more than a diverting application so people could do more than just play solitaire on their PCs. Now that it's in our “water supply” it's beginning to show its true colors as a full-fledged communication network – data, voice, full motion video, the works.

Now if you're a telecom incumbent, the Internet has become a raging virus threatening your business model to the core – what's worse, you're spreading it for free– because you can't even charge people to provide it! This killer app just might kill you.

And, for enterprising cyber warriors, what an opportunity: “You say those telephone companies rake in \$200 billion per year? Hey, I'll settle for 10% of that!”

Whichever camp you're in, ***Emerging & Converging Telecommunications Technologies*** will give you an excellent grounding on both the immediate – and future potential of the Internet as a telecommunications carrier.

Say, how about Wireless.

Sure, it's less than 10% of total communications traffic now, but in a number of niche markets it's really taking off. And in certain remote third world areas it's already got 100% market share. “Hey, witch doctor? Sorry to call after office hours – but what should I do about my baby's diaper rash?”

Move over Dick Tracey, wrist radios are here. And folks aren't just talking on them, they're sending faxes, checking e-mail, trading stocks, browsing the Web, you name it!

Meanwhile, huge bets are being made whether it's better to bounce your signal off a tower, a low orbiting atmosphere skimmer, or a high flying geosynchronous satellite. And which next formerly worthless frequency spectrum will bring its astute owners a bonanza.

Think you've got plenty of time to figure out Wireless and its impact on your business and career? Hey, remember what happened overnight to copper wire when optical fiber came on the scene. Why stand pat when ***Emerging & Converging Telecommunications Technologies*** can get you wired in to Wireless fast.

Crystal Balls? Who Needs Them!

Now, as promised, more about ***Emerging & Converging Telecommunications Technologies*** – or ***E&CTT*** for short.

You'll recall I said that ***E&CTT*** is an on-demand learning and reference system – and that it is astonishingly intuitive. Sounds mysterious, I know. But let me assure you it's not about pointy hats and crystal balls.

More about what ***E&CTT*** is not. It's not a traditional course or a book. There's no need to plod through it lesson by lesson, chapter by chapter, suffering through stuff you already know – or could care less about – for the crucial information you need. There's no need to log on to the Internet, battle system traffic and firewalls and wait forever for Web pages to download. There's absolutely no need for instructions.

No instructions? That's right, *E&CTT* is so intuitive that you will know instinctively what to do. Simply slip the shiny disc into the CD drive of your personal computer (recent PC, Mac, no problem), and wait for guidance on your screen. (Don't worry, you don't have to download anything onto your already-crowded hard drive.)

Within a heartbeat it's all there, close to 650,000,000 bytes of data, sound, stills and full motion video organized so you can navigate to the kernel of information you need within eight seconds or less.

Need a concise graphic illustrating a difficult telecommunications concept? Point, click, point, click, you've got it!

Looking for an exhibit portraying the relative market share of two rival telecom technologies? Point, click, point, click, bingo!

Looking for a definition of an arcane telecom term and its application across multiple telecom disciplines? Point, click, point, click, Yes!

Find something you want to put to use? A slide you'd like to incorporate in an important presentation? An insight you want to e-mail to a colleague? No problem, just select then print, or archive, or send – feel free to excerpt tidbits from *E&CTT* for your personal use.

One shiny little CD. Can that be enough to squeeze in all that's new in telecommunications today? Well consider all that *E&CTT* encompasses:

ATM • broadband networks • cable television systems • CATV fiber trunk architecture • cable modems • digital cellular • digital satellite phones • Digital Subscriber Line • digital switch architecture • erbium doped fiber amplifier • Ethernet • Fast Ethernet • fiber amplifiers • frames • Gigabit Ethernet • global information infrastructure • Global regulation • Internet access • Internet telephony • local area networks • multiwavelength optical networking • network capacity growth • packets • palm computers • permanent virtual connections • personal communications networks • personal communication services • photonic switching • private line networks • technology evolution • transport capacity • typical outside plant network • wavelength division multiplexer • wavelength division switching • wireless data • wireless local loop • xDSL performance and administration • you name it!

That's a lot of information. But *E&CTT* is way more than just an information dump. It's rich with implications for today's treacherous regulatory environment, cutthroat cross-disciplinary marketing chess games and who's-merging-with-whom takeover wars.

Your Personal "Chief Technology Officer"

Here's more good news.

You're probably aware that most CEOs have Chief Technology Officers to brief them on the state of the art as they gird themselves for important business decisions or high visibility meetings with shareholders and the media. Well, with *E&CTT* you can enjoy this same executive perk.

Let's say the topic is multiwavelength optical networking and you've been appointed to lead an important R&D project team or preside over a critical market launch – only you need a little briefing to get up to speed.

Well, simply search *E&CTT* for the topic you're interested in – in this case, multiwavelength optical networking – and point, click, you're being briefed in full motion video by a top authority in the field. What's more you can even command your expert to speed up or slow down (with no change in voice pitch!) to suit your needs!

There's never been a less painless way to get (and look) smart fast.

In sum, *E&CTT* just might be as advanced as many of the telecom breakthroughs it addresses. What's more, as I mentioned it's now available for you to Field Test for all its worth without cost or obligation unless it totally measures up to your every expectation and need.

Questions you may have:

"I'm not super technical. Will *Emerging and Converging Telecommunications Technologies* seem like just so much gibberish to me?"

Not at all. While *E&CTT* pulls no punches in the topics it addresses, every effort is made to explain even the most difficult concepts in layman's terms.

"I didn't earn my technical degree yesterday, but I'm no dummy around new

telecom technologies. Is *Emerging and Converging Telecommunications Technologies* beneath me?”

E&CTT addresses a broad spectrum of today’s telecommunication breakthroughs. While you may be expert in some, chances are you will find you have much to learn in others. Why not give our Field Test a try. Remember, it’s what you learn after you know it all that counts!

“I’m in marketing (or sales or finance or customer service or administration). Why do I need to be on top of these emerging telecom technologies?”

At Telcordia, we’re on the bleeding edge of new telecom developments, and, believe me, the impact will be pervasive – affecting companies, industries and careers right down to the very core. Chances are your job, whatever it is, will never be the same.

“Is this really a ‘Field Test’? Are you saying I don’t have to pay?”

You are welcome to experience *E&CTT* for a full 30 days for free. Wring it out – put it through its paces – that’s what Field Tests are about. If, for any reason *E&CTT* fails to satisfy your expectations, then simply return it together with our invoice marked “failed Field Test” and that will be that. You have my assurance you are the final authority as to whether *E&CTT* measures up and you will hear no quibble from us regarding your decision.

If *E&CTT* passes your Field Test with flying colors – if, and only if you are totally satisfied – then we ask that you honor our invoice for \$198, a modest fee I’m sure you’ll agree. Will your company pay? Chances are they’ll be delighted. After all, they stand to benefit as much from your improved knowledge and insights as you do. And just one insight can cost justify the purchase of *E&CTT* many times over.

Consider this.

He was new to the telecom industry and he had a simple intuition: a Bandwidth Crisis was around the corner. And so, in 1995 he determined to single-handedly double the nation’s fiber optic transmission capacity.

He harnessed a behemoth 760-ton plow to a locomotive, and began digging five-foot deep trenches across 30,700 miles of railroad right-of-way. Work crews followed, burying four to six high-density polyethylene pipes, each capable of carrying a fat fiber optic cable.

Prairie dogs and industry analysts chuckled. “The US already has far more fiber than the market needs,” scoffed a frequently quoted expert.

Today, just six years later, there’s no such thing as “too much bandwidth” – and this “naïve” newcomer commands a \$17 billion corporation with 64,000 employees. He “got it” – his critics didn’t.

One idea. Next time, it could be your idea. Please check the appropriate option on the enclosed Field Test Authorization form and return it in the post paid envelope today.

Sincerely,

Barry Sullivan

Barry Sullivan, Director
Telcordia Learning Services

PS: Let’s recap. ***Emerging & Converging Telecommunications Technologies*** is an on-demand learning and reference system that can help you both understand and apply new telecommunications technologies.

E&CTT is so intuitive you don’t need instructions, encompasses virtually every new telecommunication discipline and is organized so that you can zero in on the precise help you need in 8 seconds or less.

Best of all, you may put ***E&CTT*** through its paces for 30 days without risk or expense through the auspices of an unprecedented Field Test.

I do hope you will take us up on it!

Mr. Barry Sullivan, Director
Telcordia Learning Services
8 Corporate Place
Piscataway, NJ 08854

FREE FIELD TEST AUTHORIZATION	
AUTHORIZATION NO.	ECT49
END DATE	January 31, 2000
LEARNING/REFERENCE SYSTEM CODE	LP-435-BT
AUTHORITY	Barry Sullivan
THIS OFFER IS NOT TRANSFERABLE E&CTT FOR PERSONAL USE OF ADDRESSEE ONLY	

Dear Mr. Sullivan:

Okay, give me a free test of your on-demand learning and reference system, ***Emerging & Converging Telecommunications Technologies***. It is understood that my free test will be totally at Telcordia's risk.

If, ***E&CTT*** fails to measure up to my standards, I will return it to you within 30 days and that will be that. No money owed, no obligations, no questions.

If ***Emerging & Converging Telecommunications Technologies*** performs to my satisfaction – if it does pass my Field Test – then and only then will I pay your invoice for \$198, plus shipping and handling.

As noted, I reserve the right to return ***E&CTT*** with your invoice marked "Failed Field Test" and owe nothing.

(FULL FILL LASER NAME
AND ADDRESS)

Sincerely,

(correct if necessary)

(sign here please, and return in
the postpaid envelope provided)

NOTE: Please advise us of your intentions prior to January 31. We regret we are not able to honor any Field Test requests received after that time.

No, thanks anyway. I am already expert in new telecom technologies.

ABOUT TELCORDIA: Formerly Bellcore, we are the world's largest vendor-neutral telecommunications consulting firm, holding more than 700 patents worldwide. Our clients turn to us not only for thought leadership and technological innovation but for the development of their people. Over the years our Learning Services business unit has been trusted by more than 700 firms and 625,000 knowledge-seeking telecom professionals and executives. E&TCC is part of our highly acclaimed ProTalks Series.