

PRI Voice SE Product Launch

May, 2007

ISDN Definitions

Integrated Services Digital Network (ISDN)

- ISDN is a set of all digital data and voice services that – like POTS service – use standard interfaces, protocols, and feature sets to ensure that the consumer has a choice of terminals and a standard set of features to choose from.

ISDN-PRI (Primary Rate Interface)

- Delivers 23 bearer channels and 1 data channel for a total of 1.544 Mbps. Primary used for customer's with a PBX (private branch exchange) at their location. PRI is the only way a PBX line can receive caller ID. The PBX must be digital or able to take T1 directly. The customer is responsible for connecting the PRI line to their PBX.
- All ISDN PRI circuits will be delivered on T1 loops
- Average provisioning time for the PRI is 45 to 90 days
- Sales Engineering must be involved on all PRI sales

ISDN Fundamentals

- **Bearer Channels: Carry the “info”**
 - Each B channel provides 64kpbs channel – meaning that the entire bandwidth is available.
 - The B channel connection is an end-to-end physical circuit that is temporarily dedicated to transferring data between two devices
- **Data Channels: Carry the signaling and admin information.**
 - The D Channel is used for instructions to the carrier for the setup or tear down each call.
 - The D Channel provides the signaling information necessary for features like Caller ID.

ISDN PRI Protocols

Cavalier Supports the following:

- **NI1 – National ISDN 1 (circa 1991)**
- **NI2 – National ISDN2 (circa 1994)**
- **5ESS**
- **Custom**
- **Multi-Spanning – NFAS/Backup D**

ISDN PRI Market Availability

As of 5/1/07:

- New Orleans
- Memphis
- Birmingham
- Baton Rouge
- Charlotte
- Lafayette

ISDN PRI Architecture

- PRI Equipment (mux) is placed in one host Cavalier Co-Lo facility in each market.
- Circuit will be ordered from Cavalier Co-Lo through the customer's CO to the customer premise.
- No CPE is placed at the customer premises, PRI will be terminated on an RJ45 smartjack.

ISDN PRI – Pricing

Unlimited - pricing includes unlimited local calling, Caller ID and Call by Call selection Facilities.

	MRC	NRC
Month-to-Month	\$900	\$1000
1 year	\$775	\$500
2 year	\$650	\$250
3 year	\$500	
5 year	\$500	

ISDN PRI Questions to ask the customer

- Is the service Inbound (DID), Outbound (DOD) or 2 way?
- Does the PBX need wink or immediate start?
- How many digits are outpulsed (3,4,7 or 10)
- Does the customer need NI1, NI2, 5ESS or Custom protocol?

ISDN PRI Complementary Services

- Domestic Outbound Long Distance – 4.9¢/minute
- Domestic Inbound Long Distance – 6.9¢/minute
- Long Distance Toll Packs
- DID Number Blocks of 20

Promotion

\$100 OFF MRC Internet T when sold with Voice PRI

- 3 Year Term Minimum
- Must be on-net location
- PRI and Internet T purchased at the same time at the same location (same Leader order)
- Valid through **June 30, 2007**
- Request Custom Pricing on Internet T and send email to Mike Posey with Customer Name for marketing to apply discount.