

**BOARD OF EDUCATION  
SCHOOL DISTRICT 189  
1005 State Street  
East St. Louis, Illinois 62201  
(618) 583-8242 Fax: (618) 583-8244**

**PURCHASING VENDOR RECOMMENDATION**

Purchase: CONVERGENCE NETWORKS

<u>VENDOR SOLICITED</u>	<u>SUBMITTED PROPOSAL</u>	<u>RANKED</u>
Vendor 1: <u>SONA Com</u>	<input checked="" type="radio"/> or N	<input checked="" type="radio"/> 2 3 4 5
Vendor 2: <u>AMERITECH (SWB)</u>	<input checked="" type="radio"/> or N	<input checked="" type="radio"/> 2 3 4 5
Vendor 3: <u>IBM</u>	<input checked="" type="radio"/> or N	<input checked="" type="radio"/> 3 4 5
Vendor 4: <u>Comp USA</u>	<input checked="" type="radio"/> or N	1 2 <input checked="" type="radio"/> 4 5
Vendor 5: <u>(SEE ATTACHMENT FOR NON BIDDERS)</u>	Y or N	1 2 3 4 5

Vendor recommended: SONA Com, AMERITECH



- Lowest bidder.
- Can provide service within required time frame.
- Requires special qualification.
- Other (explain below)

SEE ATTACHMENT

BID ANALYSIS ATTACHED (circle one)

YES or NO

Submitted by: James Daniel

Date: 12/29/99

Title: DIRECTOR OF TECHNOLOGY

## **Recommendation**

### **Southwestern Bell (Ameritech)**

- **Lowest bidder for E-Rate Equipment (Voice, Video & Wan Equipment)**
- **Lowest Bidder on Possible Non E-Rate Equipment (Phones)**
- **Holds the State Purchasing contract for Cisco product**

### **SONACOM IT Partners**

- **Lowest overall bidder on integration components**
- **Complete integrator of convergence networks**
- **Proposal included 3 year SmartNet Warranty included**

<b>HAWK -I SOLUTIONS</b>	No Response					
<b>GE CAPITAL</b>	No Response					
<b>SONACOM</b>	\$8,198,633			\$127,500		
<b>IBM</b>	\$7,200,000	\$880,000	\$250,000	No Response	Incomplete Response	
<b>SOUTHWESTERN BELL (AMERITECH)</b>		Incomplete Response	\$684,049		No Response	
<b>COMPUSA</b>	\$6,165,444	\$1,384,515	\$1,139,737	No Response	Incomplete Response	
<b>FRENCH GERLEMAN</b>	No Response					
<b>WORLD WIDE TECH.</b>	No Response					
<b>TEL-VI COMMUNICATIONS</b>	No Response					
<b>DATA FIRST</b>	No Response					
<b>PHONE MASTER</b>	Responded with SWB					
<b>Voice, Video Data &amp; WAN Equipment - Southwestern Bell/Ameritech</b>						
<b>Integration &amp; Network Maintenance of Voice, Video, Data &amp; WAN - Sonacom</b>						\$2,057,236
<b>Possible Non - E - Rate Cost for 250 phones</b>						
<b>Total Cost =</b>						\$8,080,886
<b>(-) Erate's 90%</b>						\$7,272,797
<b>Total Board's Not to Exceed Cost (if telephones are included)</b>						\$808,089
<b>Total Board's Not to Exceed Cost (if telephones are not included)</b>						\$898,089

HAWK -I SOLUTIONS	No Response					
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SONACOM	\$8,198,633			\$127,500		
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# SONACOM

## CORPORATE OVERVIEW

Sonacom IT Partners provides information technology planning, implementation and support services to its customers in business, education and government. Our professional services meet the needs of small and mid-sized organizations seeking to acquire and exploit advanced information technology. Sonacom's practice encompasses IT planning and advisory services, systems design and implementation. We offer project management, as well as systems administration and support including remote network operations and 24/7 maintenance services.

We are the E-Commerce Outfitters for the middle market delivering scalable enterprise solutions through the full spectrum of telecommunications and networking technologies:

- Conventional Telephony (PBX and Voice Processing)
- Advanced Telephony
  - Server Based PBX
  - Unified Messaging
  - Call Centers
  - Voice Over IP (VOIP)
- Enterprise Data Electropics
  - Local Area Networks (LAN)
  - Wide Area Networks (WAN)
  - Virtual Private Networks (VPN)
  - Servers and Network Operating Systems (NOS)
  - Firewalls and Storage Infrastructure
- Tele and Video Conferencing

Sonacom enjoys strategic partnerships with providers of complementary services like desktop hardware, bundled carrier services, ISPs, software development, and web and application hosting services.

**SONACOM**  
IT PARTNERS

**WE MAKE IT WORK**

## **Our Vision: One Of Imagination, Trust And An Inflexible Dedication To Quality**

As a company, Sonacom IT Partners embraces the human potential inherent in the convergence of technologies within networked communications. We believe that what can be achieved by people working together with imagination and disciplined creativity has never been greater.

With these principles in mind, Sonacom seeks to continue evolving as a best-of-class provider of technology planning and implementation services in the regions and communities we serve.

Our name, Sonacom IT Partners, announces our commitment to an idea of service as a dynamic partnership with our customers, our technology suppliers and our strategic partners.

## **Responsible Innovators For New Model Infrastructure Services**

We believe in responsible innovation and staying focused on helping our partner-customers to manage change with technology in a context of continual process improvement. We recognize the need for organizations to manage and control their communications infrastructure in a rapidly changing, highly competitive environment.

## **The Principle Of SQS, Sustained Quality Support**

Among our responses to technology change for our clients is our Sustained Quality Support service, disciplined by our Sonacom IT Pathfinder methodology. This service helps to keep your enterprise up-to-date with the best, recent technology without having to add IS staff to your own payroll. Ultimately, we believe that the most effective IT change management lies in preparing for innovation within a flexible, well-designed technology infrastructure.

## **Technology Independence**

Reinforcing our concept of dynamic partnership is Sonacom's position as an independent technology services provider. As a single source provider, we have endeavored to master a core group of convergent technologies across the spectrum of telecom and data networking.

## **How We Work For You**

Sonacom people select from the best of currently viable technologies and then coordinate with vendors to build systems that perform to your expectations. Our approach is simple. Our technicians take responsibility for maximizing value through integration. We couldn't do this nearly as well tied to any one manufacturer or platform.

## **Freedom To Innovate**

**We believe that the productivity revolution under way in America today is a consequence of the open sharing of technology standards across platforms and between what used to be separate disciplines. Hence, we expect our technologists to be free to engineer communications systems to a best-practices, best-technology standard on behalf of the customer.**

## **Systematic Entrepreneurship**

**Systematic Entrepreneurship is our term for a style of business innovation where skilled, interdisciplinary teams operate with autonomy in an environment of connected expertise. It's using smart networks to create smarter networks for our clients.**

**It's local and global teamwork; it's having Microsoft and Nortel, Cisco and NEC experts on hand when you need them to support our ability to select and configure the best technology available.**

**Team autonomy yields imaginative, "out of the box" thinking, able to move faster to deliver effective best-technology solutions.**

**We believe in sharing knowledge with our clients in clear English. Because good communications helps to assure that we mobilize technology on behalf of our clients in the most efficient manner possible.**

## **Sonacom People...**

- **Understand how to listen and sustain effective dialogue with you, the customer, through every phase of the IT process**
- **Are trained, experienced systems analysts who will help you secure the productivity you expect from advanced technology**
- **Adhere to Sonacom's exclusive IT Pathfinder™ project methodology to assure high performance and consistent, best-of-class quality**
- **Are experienced IT professionals with the knowledge to support your technology infrastructure, even if we didn't sell the particular product or configuration to you**

## A Message From Our CEO

Managing change for our clients made sense to us when we started in 1988 and it does now, more than ever. That's why we focus on staying smart about the multiple technologies that have become our favored area of specialization as designers and implementors of business communications systems.

Information Technology (IT) and systems integration became our "bread and butter" as Sonacom evolved with the technology: from electrical to electronic, from basic telephone systems and pulling cable to implementing high-bandwidth multimedia, integrated networks and enterprise IT.

Our past led us to become managers of the entire technology life-cycle, and that approach has continued to define us more and more in terms of systems and enterprise infrastructure—all the technology assets that bind together the client's business.

What has changed is the complexity of the technologies and applications we wield. What remains the same is our unfaltering dedication to the economic well-being of our customers, our neighbors and our families.

When we say "WE OWN THE PROBLEM," we are announcing our commitment to partner with our clients throughout the technology life cycle. We have found that this spirit of partnership gives us a more complete picture of our customers' evolving needs and what's required to meet them. It also means that what is best for our customers is best for Sonacom. Because having shared and participated in two generations of technology change in our community, we understand the value of high quality service sustained over time.

For us partnering is more than a slogan. It's how we go about doing what we do or plan.

Effective partnership begins with good listening, and by asking the right questions about your business needs and objectives. I invite you to challenge us with your mission-critical requirements. If you have any

comments, questions or need additional information about Sonacom IT Partners or our services, please contact us through our website: [www.sonacom.com](http://www.sonacom.com).



Rick Oertli, President and CEO

**SONACOM**  
IT PARTNERS

[www.sonacom.com](http://www.sonacom.com)

5555 West Park  
St. Louis, MO 63110  
314.781.1700  
Fax: 314.781.9669

1608 North Topping Avenue  
Kansas City, MO 64120  
816.241.7111  
Fax: 816.241.7995

**2. References**

Verify that you have provided multiple client references. Projects must be similar type and scope as the system proposed for the District. Give company name, telephone number, installation date and contact name for at least five references.

**First Ref:**      **Company Name:**      Coldwell Banker  
                         **Installation Date:**      April 1999-October 1999  
                         **Contact Name / Title:**      Delores Klempe  
                         **Telephone Number:**      314-878-6020

**Second Ref:**      **Company Name:**      Maris  
                         **Installation Date:**      January-May 1999  
                         **Contact Name / Title:**      Mr. Dave Price  
                         **Telephone Number:**      314-984-9111

**Third Ref:**      **Company Name:**      Triad Community Schools  
                         **Installation Date:**      May 1999-September 1999  
                         **Contact Name / Title:**      Kennan Fagan  
                         **Telephone Number:**      618-667-8851x1203

**Fourth Ref:**      **Company Name:**      North Kansas City School District  
                         **Installation Date:**      April 1997-September 1999  
                         **Contact Name / Title:**      Janet Heardman  
                         **Telephone Number:**      816-453-5050

**Fifth Ref:**      **Company Name:**      Kirkwood School District  
                         **Installation Date:**      1994-1998  
                         **Contact Name / Title:**      Dr. David Damerall  
                         **Telephone Number:**      314-213-6101

## Key Project Personnel

The following are some of the key personnel that will be involved in the implementation of the project:

**Michael S. McNeil**  
University of Missouri - Columbia  
B.S. Electrical Engineering

Vice President, Partner  
Experience Since 1986

Mike's expertise and experience in voice, video, and data networking solutions have been integral to Sonacom's growth in the advanced technology industry. As Vice President and Partner, Mike acts as Sonacom's director of technology and professional services. Beyond Mike's critical role as Chief Technologist at Sonacom, he has been essential to a host of key initiatives in the Sales, Engineering, and Operations departments over the last several years.

Mike's strengths derive from his focus on IT Process methodology as the primary engine for successful integration of rapidly changing technologies. His experience in high-bandwidth communications (WAN/LAN networking, network infrastructure, video conferencing, and professional audio and video), combined with his foundation in electrical engineering place Mike in some very select company in the St. Louis region. At the very least, Mike is a well-rounded technologist with the ability to deliver a high return on the functionality gained through advanced technology.

In addition to the engineering degree, Mike is a Nortel Networks Certified Expert in Hub/Switching technologies, Nortel Networks Certified Specialist in Network Management, BICSI Registered Communications Distribution Designer, plus additional certifications from a host of voice, data, and video manufacturers.

**Travis L. Swank**  
Ohio State University  
B.S. Business Administration

Director of Sales and Marketing  
Experience Since 1992

Travis's time in the banking industry gave him experience evaluating business processes and implementing technology solutions applied to the vital areas of white collar productivity and customer service. His skill set includes LAN and a host of business applications including databases, workflow management, and document imaging systems. Since joining Sonacom late in 1997, Travis has focused on computer telephony and NT-based server applications with enormous potential for medium to large sized call centers and businesses that have an intensive customer interaction, communications need. Sonacom is a pioneer in this advanced call center technology having installed some of the first of these applications.

**Sean Lorenz**  
University of Missouri-St. Louis  
B.S. Business Administration

Resource Manager  
Experience Since 1994

A specialist in education technology solutions, Sean has become a leading proponent of educational technology in St. Louis. His experience includes a stint representing Apple Computer in the education market. Since that time, he has broadened his skill set to include PC platform providers such as IBM and Compaq. Fluent in the dominant platforms in the education community, Sean has become an expert in the design and specification of LAN/WAN networks providing multimedia and distance learning capabilities in a number of St. Louis area

school districts. In addition to his familiarity with the technology, Sean brings an understanding of curriculum implementation and institutional infrastructure issues such as district-wide software support and the long-term cost of technology ownership

**Scott Miller**  
National-Louis University  
Bachelors Degree - Business Management  
Ranken Technical College  
Associates Degree - Computer Technology

**Director, Technical Services**  
Experience Since 1978

Scott came to Sonacom after ten years of working with specialized computer graphics systems. He was the Network Administrator for the Department of Surgery at St. Louis University and head of the Computer Networking Technology Department at Ranken Technical College. Scott's credentials include: Master Certified NetWare Engineer, Windows NT Specialist, IBM's Certified LAN Server Engineer, and Bay Networks Certified Router Specialist.

Scott's experience in the computer service industry has . His strong electronics and computer background empowers him to better design and more accurately troubleshooting complete systems. He spent the first 10 years of his career in specialized computer graphics systems.

As the network administrator with the Department of Surgery at St. Louis University, his responsibilities were the day to day operation and design/upgrade of the network. This network consisted of various types of equipment from PC's, MAC's, UNIX, and Silicon Graphics machines.

At Ranken Technical College he was the department head from 1994-1998, the main task was to convert the Computer Technology department to the brand new Computer Networking Technology department. His development of course material along with actually teaching it built this into a very successful program.

Scott's certifications include Master Certified NetWare Engineer. He also holds Windows NT, IBM's Certified LAN Server Engineer and Bay Networks Certified Router Specialist certifications.

**Joe Picard**  
Ranken Technical College  
Associate of Technology Degree -  
Computer Networking Technology

**Systems Engineer**  
Experience Since 1996

Joe is a specialist in the combination of data and voice technologies, his networking background along with his experience with the newest PC based PBX systems, makes him a natural choice when clients require the most from a data/voice integration project.

Joe has many years of experience in the quality control of manufacturing processes.

Joe came to Sonacom after graduating from Ranken Technical College with honors and was recognized as the Outstanding Student for his graduating class. During his two years at Ranken Technical College, Joe functioned as a student tutor in various subjects including Digital Electronics, DOS, and varied networking technologies. Joe has experience as a Help Desk Level I support specialist and as a Cable Technician. At Sonacom, he has been performing as high level installation and support of Voice-Mail systems. Joe's training, experience and dedication, in these types of systems, have allowed him to provide communication solutions to many customers that combine voice and data networks into very powerful technology. He also functions as hardware, software and LAN support for a number of Sonacom's clients.

Joe's certifications include Certified NetWare Engineer and Certified NetWare Administrator from Novell, and Interactive Intelligence computer based phone and V-systems.

**Wayne Schiermeyer**  
Ranken Technical College  
Associate of Technology Degree -  
Computer Networking Technology

**Systems Engineer**  
Experience Since 1993

Webster University -  
Bachelors of Computer Science  
In Progress

Wayne is a senior level networking engineer coming to Sonacom with an extensive background in Microsoft NT server, Exchange Server, Novell NetWare and network consulting. During his career he has specialized in all phases of networking and applications support and administration. His project background illustrates a diverse skill set to include email, cross platform integration, remote access, in Local and Enterprise Area network scenarios.

He has a great deal of experience in both the logical design aspects of a network (server build, directory design, replication, messaging), as well as the physical traits (hubs, routers, bridges, cabling) including architecture and tolerances. While possessing excellent technical abilities, Wayne also exhibits strong communications and leadership skills. Wayne maintains several industry certifications including both Microsoft Certified Systems Engineer (MCSE) and Novell Certified NetWare Engineer (CNE). He has utilized his training on both Nortel Networks and Cisco internetworking equipment. Wayne is also an active member in the Network Professional Association (NPA).

**Mike Flynn**  
Forest Park Community College  
Associates Degree - Electronics  
Ranken Technical College  
Associates Degree - Computer Networking Technology

**Senior Networking Engineer**  
Experience Since 1993

Mike came to Sonacom with a strong background in data communications. Mike served as a full-time instructor at a local technical college where he developed course material and trained students at the college level. He was also the senior network director at a leading health care firm in Clayton, Missouri. The skills gained from these positions include design and support of local and wide area networking electronics, as well as several operating systems. Experience in asynchronous connectivity, e-mail systems, and network monitoring permits him to gain a total network perspective. Mike's varied experience and certifications

allow him to act as a consultant and implementor on very complex network projects at Sonacom. Mike acts as a project manager on large-scale network projects for a number of our clients and has focused on Computer Telephony (E-Mail and Voice Mail) technology to bring cutting edge communication solutions to our customers. His certifications include (CNE) Certified NetWare Engineer for NetWare versions 4.x and IntranetWare. He also holds Windows NT and CallWare certifications. Mike has completed training on Cisco and Nortel (Bay Networks) routers and switching equipment.

## **Supplemental Project References**

### **Triad Community Schools**

Sonacom was awarded the technology design/build project in 1998 for this growing district's new High School facility. Some of the goals on the technology front were homework hotline functionality, the ability to network their phones, video on demand, and a new, state-of-the-art data network.

Sonacom worked with the district personnel to establish a budget that would allow for the most current technology to be attained. This included a new networked NEC phone system at not only the High School but five other existing buildings, voice mail that was based on the Microsoft Windows NT platform, MPEG digital video on demand and switched Fast Ethernet throughout the building to the desktop devices.

Contact: Mr. Bill Hyten, Superintendent  
Phone: (618) 667-8851

### **North Kansas City School District**

This very large school district in Kansas City has 6,000 workstations. Sonacom was contracted to provide an ongoing total network solution. We have engaged more than 36 sites to access the WAN. The network consists of Frame Relay in the WAN and ATM/ethernet in the LAN, while converting the Frame Relay WAN to a full ATM network with OC-3 and OC-12 links. We also provided the district with an ATM network that spans a number of their facilities. The OC-12 links will aggregate the voice and data communications back to the network core. Between each facility, we have installed OC-3 links that carries both voice and data traffic. The PBX's at each location have centralized trunking for all facilities across the ATM network. Sonacom also provided the design, selection, and installation of over 900 RGB display monitors in their district's classrooms.

### **Kirkwood School District**

Sonacom provided the design and installation of an integrated information system for the entire district. Current implementation includes a fiber infrastructure for delivery of video and data communications to students, staff and faculty.

Video is being delivered to the classroom and to the desktop, both IBM compatible and Apple Macintosh, by using the Dynacom/Safari Integrated Teaching System. Remote resources are scheduled from a workstation on the network and are controlled through infrared remote controls in the classroom. Data communications are controlled by Bay Networks 5000 Hubs with Ethernet switches and fiber clusters. WAN services are provided through a star topology fiber backbone to each of the schools facilities. Digital phones have been deployed in all administrative areas and in all classrooms. Centralized voice mail is provided by an Active Voice System to enhance parent/teacher communications. A Wide Area Network (WAN) for delivery of voice, video and data was implemented using NEC 2400 and 2000 systems in conjunction with Bay Networks 100Mbps switches and Dynacom video switches.

Sonacom had a partnership program designed to deploy integrated technology in all facilities. The district-wide technology implementation was completed in 1998.

Contact: Dr. David Damerall, Superintendent  
Phone: (314) 213-6101

## **Ritenour School District**

Sonacom completed the first phase of a three-phase implementation plan for a district-wide voice and data network in the spring of 1996. Each school replaced its recently acquired Dukane MACS II intercom systems with a Rauland Enhanced Digital Services Interface (EDSI), a Rauland Telecenter 5 and a Rauland 1100. These three modules provide a seamless integration of digital, analog and intercom services for the entire district.

Sonacom was awarded the second phase of the project in 1998 to build an ATM OC-3 network for voice, video and data networking between the district's ten sites. Sonacom provided this in conjunction with fiber optic cabling between buildings that are in a physical and logical star design with Ritenour High School as the hub. The telephone systems that were installed in 1996 were then networked together to allow for a consolidation of phone services, four-digit dialing across the district, and unified Voice mail. The individual schools' data networks were also connected to the Wide Area network to allow for their Internet connection from MoreNet to be better utilized and also allow for the district to centralize its e-mail and human resources applications.

Contact: Dr. Paul Doerrer, Superintendent  
Phone: (314) 493-6000  
Mike Wieland, Director of Facilities (314) 493-6077

## **Lee's Summit School District**

Sonacom provided the design and installation of full video and data network for all secondary schools. The system includes 300+ Dynacom video locations and a data network with the capability of handling over 3000 workstations at the secondary level alone. Lee's Summit North High School when completed will have a video capable LAN. With over 8 Gbs of aggregate bandwidth in a true star network, they are positioned to implement almost any application without further investing in their infrastructure. Manufacturers include Bay Networks, Dynacom, and AT&T.

## **Lindbergh School District**

Sonacom provided the design and installation for a district-wide communications system. This system includes NEC 2400 and 2000 phone systems along with centralized voice mail using Active Voice. All classroom and administrative locations will have digital phones to provide seamless access to all district personnel and the public phone network. The district will provide access to all facilities for both voice and data applications using private TI services provided by district electronics. Implementation was completed in May of 1997.

Contact: Karl Guyer, Director of Facilities  
Phone: (314)729-2400 ext. 8651

## **Olathe School District**

Sonacom provided the design and installation of a multi-media presentation system for the Board Meeting Room of the new Educational Administration Center. The system incorporated video display via video projection and direct display monitors of video information from microcomputers (both PC and Macintosh), Elmo visual presenter, videocassette tape, direct camera input, and cable television. All functions of the system, including control of the video screen and room lighting system, are controlled by a touch-screen in the presenter's podium as well as a remote control keypad. In addition, Sonacom provided the entire internal and external campus calling infrastructure with 104+ ISDN phones. Sonacom also

provided Nortel Networks 5000 series data equipment at the Education Center and Heatherstone Elementary.

## **Pattonville School District**

Sonacom completed the installation of a district-wide voice and data network in the spring of 1996. Fourteen facilities are connected in a star ISDN network topology with multiple PRI circuits connecting heavy-traffic remote facilities. This network provides the capability of an advanced telecommunications system, providing four-digit dialing throughout the district, and district-wide data services without expensive telephone company charges associated with operating parallel voice and data networks. The central hub of the network is a Rauland Enhanced Digital Services Interface (EDSI) switch. Each school has Rauland EDSI to provide digital phone service to administrative areas and a Rauland Telecenter V to provide analog phone and intercom services to each classroom. The data network is based on the Bay Networks 5000 and Cisco routers. Switched Ethernet, and Token Ring protocols are integrated in this network. Fiber optic technology is the primary transmission medium in the district. Other systems include voice mail, information delivery and paging.

Contact: Celeste Jones, Management Information Systems  
Phone: (314) 213-8045

## **St. Louis Public Schools**

Sonacom provided the design and installation of projects relating to the renovation of three high schools and three other new construction projects. Systems replaced or added during renovation include fire alarm, CCTV, intercom, administrative and classroom phones, broadband video distribution, auditorium sound, and data networks. Rauland EDSI modules provide digital phone service to administrative locations and Rauland TeleCenter V modules provide analog phone and intercom services to each classroom.

Sonacom's installation at Gateway Elementary and Middle School includes not only the systems listed above but also the integration of complete data services (four servers, 600 workstations, IBM 3270 host access and Internet access) as well as multi-media management and control system. A Novell SAA Gateway was established for accessing the IBM 3090 across the districts frame relay network.

A second project at Compton-Drew Investigative Learning Center (ILC) includes a cross-platform integration of Macintosh servers and workstations on a Novell network. Services provided for the ILC project include the configuration of a Compaq fileserver, three Macintosh application servers, 300 Macintosh workstations, IBM 3270 host access for Macintosh clients, Internet access, fax gateways and dial-up communications.

Sonacom is also developing and installing a Remote Network Management system to control all SNMP manageable devices on the district's expanding WAN and LAN environments. Partnerships with other integrators helped to provide the district a turnkey solution. Manufacturers include Bay Networks, Rauland-Borg, NEC, AMX, Compaq, Novell, Apple, Sony, and EST.

Contact: Jim LaPointe, Director of Technology Development  
Phone: (314) 776-1644

## Executive Overview

### A Strategic Partnership

To succeed in today's demanding education environment, school districts are concentrating on core proficiencies and seeking partners that can best represent their needs in other areas. Once a partnership is formed you can manage the partner rather than the end result. Ameritech is an ideal strategic partner for East St. Louis Public Schools because of our expertise in telecommunications and we place a very high value on your core proficiency—the educational fulfillment of our city youth. Ameritech recognizes that students must be equipped and trained today to handle the technological demands of tomorrow. This is why we awarded technology grants totaling more than \$4.7 million since in 1997 to education initiatives.

Ameritech has a very aggressive and industry leading diversity promotion program. SBC Communications recognizes the importance of diversity. We value our differences—race, gender, religion, as well as perspectives, experiences and outlooks. The National Minority Supplier Development Council (NMSDC) evidently agrees with us. In 1999 they named SBC "Corporation of the year for minority business suppliers" because of our leadership in providing minority opportunities. We believe our commitment to diversity enhances the way we do business and gives us our competitive edge.

### Solid Cisco Expertise

The School District's network relies heavily on internetworking equipment from Cisco Systems. Our networking experience has proven that Cisco products are cost effective and deliver cutting edge and highly reliable solutions. Ameritech (in conjunction with our parent company, SBC Communications) formed a strategic partnership with Cisco and is the largest Cisco reseller in the United States. Our expertise in designing, supporting, and servicing Cisco solutions earned us *Cisco's Gold Certified Partner*, the highest reseller status offered by Cisco. We believe so strongly in the Cisco product that we have mandated Cisco training and certification for our technical staff to maintain a high level of product knowledge, technical expertise, and service capabilities.

Our complete understanding of the Cisco product line as well as our advanced ability to design and troubleshoot these systems provides you a tremendous advantage. Our technical support centers are staffed with Cisco certified technicians so your first contact is with a highly qualified technical resource to address your network problems from the start. We have built a state of the art Cisco Support Lab to assist you in designing and configuring your network. This Lab gives East St. Louis Public Schools the ability to integrate and test all models of Cisco equipment prior to placing this equipment on your network.

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The logo for Ameritech, featuring the word "Ameritech" in a stylized, italicized font, enclosed within a thin, curved line that forms an oval shape.

**Summary**

Like you, we have a vested interest in today education environment. That's why Ameritech has been a good corporate citizen. Supporting educational initiatives with our time, money, and employee volunteers is just a part of our commitment to the City of East St. Louis.

The East St. Louis School District deserves the best possible networking solution available. Ameritech would like to partner with East St. Louis School District and deliver a variety of voice, data, and video applications throughout the district. Our sales and technical teams will work extensively with District personnel and developed a detailed and thorough understanding of your network and its unique requirements.

As a Gold Partner, Ameritech has a demonstrated our ability to support the East St. Louis School District in all phases of this project including design, implementation and ongoing maintenance and troubleshooting. The proposal that follows details our solution. We want to express our appreciation for your willingness to receive our proposal and look forward to working with you on its details and ultimately providing its solution.

## SBC Corporate Overview

### **A Powerful Global Telecommunications Leader**

Based in San Antonio, Texas, SBC Communications, Inc., (SBC) is the largest local telecommunications provider in the United States, and one of the worlds leading diversified telecommunications companies.

As a result of mergers with Pacific Telesis in 1997, Southern New England Telecommunications (SNET) in 1998, and Ameritech in 1999, SBC is embarking on a national expansion program that will encompass customers in all the top 50 U.S. population markets. With combined 1998 annual revenues of \$46 billion from SBC and Ameritech, the corporation would have placed 15<sup>th</sup> on the 1998 Fortune 500 list.

Widely regarded as a well-run company, SBC, for the third consecutive year, has been named the World's Most Admired Telecommunications Company by *Fortune* magazine. SBC companies have provided reliable and innovative telecommunications services for more than a century, and as a corporation is the first to serve both residential and business customers on a national basis, providing them a "one-stop shop" for local exchange, long distance, wireless, high-speed data and Internet services. This is an integral part of SBC's "national-local strategy," which will offer service nationwide to 180 million people—two-thirds of the U.S. population.

In the United States today, SBC:

- Serves about 59 million business and residential access lines.
- Has combined annual revenues of \$46 billion, earnings of \$6.7 billion, and a market value of \$173.7 billion.
- Serves 10.1 million wireless subscribers with a potential subscriber base of 131 million in 119 markets, including nine of the nation's top 10.
- Consists of more than 203,000 employees, which ranks it the 14<sup>th</sup> largest employer in the nation.

But our growth isn't about size. It's about offering choices, and having the resources to provide the range of services customers want at reasonable prices, and all from a single-source provider. SBC companies have provided reliable and innovative telecommunications services for more than 120 years. The range of innovative services our subsidiaries now provide include:

- Local and long-distance
- Data and voice communications
- Wireless communications
- Paging
- Internet access
- Messaging
- Cable and satellite television
- Telecommunications equipment
- Directory advertising and publishing

Internationally, SBC is the largest non-European telecommunications investor in Europe, giving it access to a \$175 billion telecommunications market. Overall, SBC's strategic international investments are worth an estimated \$22 billion in 22 countries throughout Asia, Africa, Europe, the Middle East and North America.

With such a massive footprint not only in the United States but also around the world, the SBC family of companies is in a position to follow our business customers wherever they go, delivering a complete package of local, long-distance and high-speed data service.

## **America's Broadband Resource**

SBC has invested heavily to build powerful communications networks. In fact, we build and continue to grow one of the most sophisticated and advanced telecommunications networks in the country that today includes:

- Three million miles of fiber strands
- More than 7,500 SONET rings
- 800 Frame Relay nodes
- 150 ATM switches
- Hundreds of routers and remote access servers

In October 1999, SBC announced "Project Pronto" a \$6 billion initiative, that will transform the company into the largest single provider of advanced broadband services in America, making super-fast, always-on Internet access available to nearly all its customers and creating a platform to deliver next-generation, broadband-powered services. Specifically, SBC will:

- Provide an estimated 77 million Americans—about 80 percent of its customers—voice, data and video services via faster Digital Subscriber Line (DSL) services by the end of 2002. DSL is about 200 times faster than conventional analog modems.
- Restructure its network to push fiber deeper into the neighborhoods it serves and install or upgrade "neighborhood broadband gateways" to eliminate distance constraints that have always been a barrier to service reach.
- Together with the advanced, long-haul network of Williams Communications, Inc., with which SBC has a strategic alliance, SBC will provide end-to-end advanced voice, data and video services on one of the most sophisticated, efficient, flexible and scalable networks in the industry.

Project Pronto is an important step in the company's migration to a network that will be predominantly packet-switched, and use an Asynchronous Transfer Mode (ATM) distribution network system (ADNS) architecture. As part of ADNS, the company plans to deploy the most advanced voice switching technology today—voice switching over ATM (VTOA)—which will allow the company to transport voice as well as data via packets without degradation in call quality or reliability. SBC plans to complete its VTOA deployment in its largest markets by 2004.

SBC's goal is to quadruple its DSL deployment, equipping about 1,400 central offices with DSL technology, laying more than 12,000 miles of fiber sheath, installing or upgrading 25,000 neighborhood broadband gateways, and reach an estimated 77 million Americans in nearly 35 million customer locations in 13 states.

## **A Leader in Applied Research**

Southwestern Bell Technology Resources (TRI) is the applied research subsidiary of SBC. With headquarters in Austin, Texas, and locations in San Ramon and Pleasanton, California, TRI's mission is to identify and assess emerging technology in strategic technology areas:

- Broadband delivery systems
- Information technology
- Video/multimedia systems
- Voice technology
- Wireless Systems

TRI offers all the support tools and modern facilities needed for ongoing innovation and creative research. With more than 300 employees, TRI has the advantage of being a small company, as well as being part of one of the world's largest communications companies. TRI's technical staff of engineers, computer scientists, applied psychologists, and communications experts, forms one of the finest teams in the industry.

Located in two of the leading high technology centers of the country, Austin, Texas and the Silicon Valley in California, gives TRI the added advantage of being in close proximity to other high tech industry leaders. This proximity stimulates collaboration on the advancement of technology issues. TRI also collaborates with some of the leading universities around the country to further broaden its research initiatives.

## **Giving Back to the Community**

The SBC family of companies has a heritage of service to our communities and the needy that spans more than a century. We are committed to continuing that commitment through an independent, legally separate SBC foundation.

The 14-year-old SBC foundation was established to make a long-term difference by improving the welfare of society. SBC Foundation embodies a desire to be a leader in exploring new approaches to major public agenda issues. As such, it indicates the willingness of one of the most successful companies in the telecommunications industry to address tough community concerns proactively and with an innovative spirit.

Since the Foundation's inception, and combined with Ameritech, we have distributed more than \$670 million dollars to a variety of non-profit organizations. The total includes all grants, United Way commitments, and employee programs such as Cultural and Educational Matching Gifts.

We see our efforts as investments in progress, particularly in towns and cities served by SBC and its subsidiaries. Our continuing goal is to be a partnership builder, a catalyst for strategic change that can improve the greatest number of lives and help communities search for lasting solutions to critical and complex problems. We take pride in the coalitions we've stimulated around priority community needs at the local, regional and national level, especially when those collaborations keep change moving forward after our financial support ends. Thanks to a unique combination of extensive local presence, leadership expertise, employee volunteers, and financial resources, we are well positioned to understand local needs and make a difference where it counts.

Providing the impetus for strategic change requires action on several fronts:

- Stimulating business retention and expansion, especially in distressed or disadvantaged neighborhoods.
- Support for small business development to increase employment and economic diversity; broadening adult literacy and workforce training for skilled, higher wage jobs.
- Support for innovative uses of technology to meet community needs and expand community access to the information highway.
- Programs that benefit and develop the entire community.

Since the scope of most social problems is enormous, one foundation can't solve every challenge. To maximize the effect of our limited dollars, we take a disciplined approach. We try to do a few things very well and pursue every avenue we can to leverage each grant.

Since the Foundation began, we have concentrated on needs within the education, community economic development, health and human services (primarily United Way) and cultural and arts arenas. Each year, more of our major efforts are tied to critical education and economic development issues facing communities in an information-based economy. We are convinced that strategic change that can facilitate lasting improvement in the quality of education and in the economic strength and vitality of our communities is crucial to the people we serve and to the future of our business.

As with any large corporation, SBC Communications is in business to increase shareholder value. We believe that strong communities, strong economic development plans, and strong educational infrastructure support our fiscal goals. It's not just the right thing to do—it makes good business sense.



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### Cisco Gold Partner

Ameritech has both the experience and the ability to design, configure, install and maintain all proposed Cisco equipment at all of the District's locations. Ameritech is part of the SBC Communications family of companies – together we are the largest Cisco reseller in the United States. Through a significant investment in personnel, resources and a commitment to excellence, we have obtained Cisco Gold Partner status, the highest level of partner status available. In addition, we are the first reseller to have earned Cisco specializations in both Network Security and Voice Solutions.

Our Integrated Service Center (ISC) is a state of the art facility staffed by Cisco certified technicians. Cisco Certified personnel are on duty every hour of the day, every day of the year. Certification levels of ISC technicians include the highest obtainable – Cisco Certified Internetworking Expert (CCIE).

Our goal is to provide a superior level of customer satisfaction. As proof of this ability, 94% of customer calls are answered within 30 seconds. Cisco certified personnel provide all levels of support. With this model, the first person you contact will be a highly skilled technician. Many service organizations place the lowest skill level at the front line to screen minor problems and qualify more difficult problems before escalating to more experienced technical staff.

As a Gold Partner, Ameritech has a demonstrated ability to support the East St. Louis School District in all phases of this project including design, implementation and ongoing maintenance and troubleshooting. Our state of the art Support Lab is available to assist you in designing and configuring your network. This Lab gives East St. Louis Public Schools the ability to integrate and test all models of Cisco equipment prior to placing this equipment on the network. The equipment supported in our Lab is the Cisco Router models 25xx, 36xx, 4000, and 7xxx and the Catalyst Switch models 3xxx, 5xxx, and 6xxx.

Ameritech has direct access to Cisco's local stock of replacement parts. For the East St. Louis School District this means that not only are your replacement parts from the most current supply, but the needed part is on site within four hours.

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**PROPRIETARY**

Not for disclosure outside Ameritech Telephone Company except under written agreement



Gold Certified Partners must complete comprehensive training that ensures a consistently high level of product knowledge, technical expertise, and service capabilities. Ameritech has invested heavily in Cisco training and certification for our entire team. Our staff is continually trained on Cisco's entire product line, ensuring that support for emerging technologies is always available. Below are the current numbers of our Cisco certified personnel.

- 13 Cisco Certified Internetwork Experts (CCIE)
- 8 Cisco Certified Network Professionals (CCNP)
- 55 Cisco Certified Network Associates (CCNA)
- 5 Cisco Certified Design Professionals (CCDP)
- 99 Cisco Certified Design Associates (CCDA)

No other Cisco reseller or partner in the St. Louis metropolitan area can match our number of Cisco certified personnel. Many vendors can supply Cisco equipment, but Ameritech has the talent, resources and credentials to ensure a successful implementation, including design and ongoing support services.

**PROPRIETARY**

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