

## The BCM Insider

### Industry News

#### Sprint: Do You Know Where Your Children Are?

By Susan Rush

Sprint Nextel unveiled a new location-based service (LBS) designed to help parents track their children using their cell phone. The Sprint Family Locator service uses GPS technology. The service, powered by WaveMarket, enables parents to pinpoint the location of their child. Parents can obtain the location's address as well as surrounding landmarks from an interactive map.

The Sprint Family Locator service enables parents to list up to 4 numbers they want to locate. The Permissions feature is password protected. Once a child is located, parents have the option to send a text message or call the child. Parents also can be alerted when children arrive at scheduled locations, such as school or home.

Sprint is currently offering the GPS-powered service for \$9.99 a month, which includes unlimited location requests and the ability to send up to 100 text messages to a child's phone. The carrier is initially offering the service for download on 17 different phone models.

While the Sprint service is targeted at consumers, wireless LBS for the enterprise is growing in popularity, according to a new report from In-Stat, which is owned by the same parent as *Wireless Week*. The research firm predicts wireless location services for businesses could top 1 million subscribers by 2010.



#### Verizon Moves Forward After Merger

By Marguerite Reardon

Verizon Communications launched an advertising campaign Monday for its new business service division made up of old MCI clients, as the company charges forward after the completion of the mega merger.

Verizon Business, the new unit, is primarily made up of clients the company acquired from the [purchase of MCI](#). The acquisition, which ended up costing Verizon about \$8.5 billion, was [completed earlier this month](#).

The advertising campaign also helps Verizon distance itself from the MCI brand. Verizon had already stated publicly that it wouldn't keep the MCI brand, which has been tainted over the years by bankruptcy and scandal. In fact, the company had already announced it was changing the name of the MCI Center, a sports arena in downtown Washington, D.C., to the Verizon Center.

Through new television ads, the company plans to target corporate and government clients. Verizon will continue to offer and expand many of the corporate data services that MCI offered these customers in the past.

It also plans to market its mobile services to these customers. Specifically, Verizon hopes to sign up more business customers for its EV-DO

#### What BCM can do for you

At BCM, we work as your virtual communications department: finding the solution that's right for your business and then negotiating the best terms and conditions. Whether you are looking for voice, data, wireless or Internet communications—equipping one office or multiple locations—we can help put together the right blend of services.

We constantly monitor the offerings, performance and pricing levels of today's communications providers. We represent more than 5,000 companies, giving us the experience, expertise and leverage to get the right solution at the right price.

#### How we work with you

Choosing the right communications provider can have a major impact on your business and on your bottom line.

To find the right communications provider, BCM follows a process that starts with identifying your core communications needs and objectives, and then matching you with providers who can best help you achieve your goals. This could mean integrating the best of several providers to get the best blend of services and price for your business, with the added advantage of having to deal with only one company—BCM.

#### 1. How do you want to use communications?

Analyzing the combination of what you have and what you will need in order to get to where you want to go allows us to think strategically and provide the right communication recommendations for your business.

#### 2. What are the provider's strengths and weaknesses?

It's the rare provider that is strong across the board in all of its services.

We make sure that your portfolio of voice, data, hardware and wireless leverages the strengths of each provider offering these solutions and that they are integrated in a way that is right for your business.

#### 3. Who offers the best pricing?

With the intense competition among providers, pricing is extremely volatile. We stay in touch with current conditions so you get the benefit of rapid pricing shifts and discounting. We also balance price with other factors: for example, the carrier that offers the right service may not offer the best pricing for your volume of calls.

#### 4. What's right for you today...and tomorrow?

We look at what the provider can do for you today, and what you will need tomorrow. Through our proactive approach to contract negotiation and sensitivity to current and emerging market drivers, we make sure you get the terms and conditions that will keep on meeting your needs.

#### After your contract is signed

As a BCM customer, you also benefit from our on going service and support after the contract is signed. We monitor your contract to check for non-adherence to contracted rates—we spot check to make sure contracted rates and volume/term discounts are being applied, and that your portfolio of services continues to meet your business requirements.



#### BCM President Holds FXA Sr. Foundations' Benefit Cocktail Fundraiser

The FXA Sr. Foundation is a localized foundation with a commitment to enrich the lives of cancer patients and their families. The Foundation was founded in 2003 by Frank Ahearn Jr., President of BCM, in memory of his loving father

wireless service, which allows workers on the road to access the Internet anywhere the new 3G wireless network is available. It will also push virtual private networking services that allow corporate road warriors to securely connect to the home office.

Verizon Business will compete head to head with the [newly branded AT&T](#). The new AT&T was formed by the [\\$16 billion merger of SBC Communications with the old AT&T](#), which like MCI had an extensive roster of corporate customers.



### **AT&T, BellSouth to Merge**

March 5, 2006 by AT&T Inc.

AT&T Inc. (NYSE:T) and BellSouth Corporation (NYSE:BLS) announced today an agreement to merge the two companies, a combination that will create a more effective and efficient provider in the wireless, broadband, video, voice and data markets. The merger will streamline the ownership and operations of Cingular Wireless, which is jointly owned by AT&T and BellSouth. The new company will be more innovative, nimble and efficient, providing benefits to customers by combining the Cingular, BellSouth and AT&T networks into a single fully integrated wireless and wireline Internet Protocol network offering a full range of advanced solutions.

As a result, the combined company will be better able to speed the convergence of new and improved services for consumers and businesses, and embrace the industry's shift to Internet Protocol network-based technologies.

who lost a year long battle to lung cancer in August of 1996. It is the Foundation's mission to have an immediate impact on the lives of families who are experiencing the physical, mental and financial strains that accompany ongoing cancer treatments.

On June 3, 2006 the FXA Sr. Foundation will be holding their 2nd benefit cocktail party to raise money for the families faced with cancer. 100% of all donations will be used to help families pay for medical expenses associated with ongoing cancer treatments. If you would like to make a monetary donation or donate an item to the live or silent auction please visit [www.fxasr.org](http://www.fxasr.org).

## May Promotion

*Free Voice, Data & Wireless  
Evaluations for all BCM  
Customers*

better  
communications  
for you  
**STARTS BY  
COMMUNICATING  
WITH US**

[www.bcm-tel.com](http://www.bcm-tel.com)  
PH: (212)661-5566