



## **MARKETING PLAN**

### **Contract Marketing: Working Together to Ensure Wide Acceptance**

AT&T understands the importance of developing an effective marketing plan for the propagation of TEX-AN NG products and services. Working in conjunction with DIR, we will begin a series of statewide seminars and training classes to ensure that:

- Our teams get the required TEX-AN NG knowledge
- Our customers develop a good understanding of the services and benefits of the contract

AT&T invites DIR to actively participate in these marketing activities. The AT&T marketing and sales strategy has three components:

- Internal education – Sales and Support Teams
- External education – Customers and DIR Staff
- Technology platforms – Tools to facilitate effective communications

AT&T has a large presence within the State of Texas. We plan to leverage our substantial sales force to provide education and information to customers. This effort will result in the adoption of TEX-AN NG products and services.

### **AT&T Government/Education and Medical Channels**

In an effort to better serve our Public Sector customers, AT&T realigned our sales personnel into two divisions within our total sales force that we call the Government/Education (G/E) market and the Medical market. Within the G/E sales segment, AT&T is able to unify our outreach to the State of Texas Agencies, political subdivisions, schools, institutions of higher learning, some medical facilities associated with government entities and other qualified ordering entities.

### **Internal Education - Sales Information and Marketing**

#### **Website**

AT&T will maintain an internal TEX-AN NG website that includes current product and pricing information that enables our sales personnel to find useful details about the products available under the TEX-AN NG contract. This website will be the central repository for TEX-AN NG sales information.

#### **Sales Reference Guide**

AT&T will develop a Sales Reference Guide for use by Account Managers, as well as Technical Sales Consultants and support personnel. The Sales Reference Guide will contain product



information and implementation methods to help our sales people quote appropriately priced TEX-AN NG products and services to customers wishing to purchase via the DIR contract. This Sales Reference Guide will be made available to our sales force on the internal AT&T product information website.

### **Road Shows**

The AT&T Marketing Plan includes a series of traveling workshops to our statewide offices to assure appropriate understanding of our products and prices by our sales personnel and to answer questions specific to a geographic area. These workshops are performed at regular intervals and information from the road shows will be available for review by the sales personnel. They will find this information on the internal TEX-AN NG website.

### **AT&T TEX-AN NG Marketing Plan**

The goal of the AT&T TEX-AN NG marketing plan is to promote TEX-AN NG, Mobility and Go DIRect services and educate our outside sales force. The AT&T Customer Relationship Manager and the account team dedicated to DIR will also perform the role of Subject Matter Experts and make themselves available to customers and salespeople to answer questions and explain contracts. Sales personnel will be able to funnel questions and issues to the appropriate person.

### **Regular Updates**

AT&T performs regular update sessions with our inside sales staff to assure a complete understanding of the pricing and reporting requirements as delineated in our existing contracts. We also have Vertical Segment Advocates that target specific sectors to facilitate account team expertise and act as an advocate for a particular customer base. These individuals are selected because of their familiarity with their market segment. We have education advocates and healthcare advocates working in the public sector at this time.

### **External Education – Customers and DIR Staff**

#### **Training**

An effective program for customer awareness and training will play a key role in the success of TEX-AN NG. During the first months after contract award, AT&T will dispatch a team to provide overview training about the new contract for customers located throughout the state. At the same time, we will conduct focused sessions aimed at particular clients with special needs and requirements. These programs will play a key role in advancing the wide customer acceptance of the TEX-AN NG contract.

After our initial training blitz, we will continue to conduct TEX-AN NG contract seminars/webinars to assure that our customers have the latest information.



AT&T will deliver a well defined training program designed to provide orientation, training, and education on TEX-AN NG products and services to a broad range of customers and end-users as well as to DIR personnel. We will provide orientation on TEX-AN NG to DIR's customers and direct-bill customers throughout the State.

AT&T will provide extensive and ongoing training to support the administrative functions of the DIR billing team and the sales/order functions of the DIR Network Solutions team.

All training initiatives and events will include prior notification to DIR personnel of curriculum and will include sufficient time for DIR to schedule and participate if desired.

### **Website**

AT&T will develop a new TEX-AN NG ([www.texanng.com](http://www.texanng.com)) website that will detail the current product offers and will be created upon contract execution.

### **Trade Shows**

AT&T will participate in a variety of trade shows around the state. In particular, AT&T will actively participate in DIR-sponsored trade shows such as:

- Power to Purchase
- DIR Security Forums
- DIR Educational Programs

AT&T is an associate member of the Texas Association of State Systems for Communications and Computing (TASSCC). We will leverage our participation at the annual conference to showcase TEX-AN NG products and services.

Political Subdivisions and educational organizations also host other events around the state. AT&T will work to integrate TEX-AN NG products and services into these events.

### **Technology Platforms – Tools to facilitate effective communications**

AT&T will use a variety of different approaches to maximize our training effort on the new contract, including:

- Seminars/webinars
- email
- Bulletins
- AT&T Connect web meeting
- Information on the TEX-AN NG website

AT&T will use effective and appropriate methods for end-user and product type training as part of our transition plans for customers. We will provide training in various forms for new or



replacement services added to the contract as appropriate. We can also provide “end-user” type training to support transition or implementation of a new service or tool.

DIR reserves the right to review and mutually agree to modifications of marketing materials as deemed appropriate.

**AT&T Resources dedicated to TEX-AN NG Marketing:**

AT&T has a Lead Marketing salesperson (and a back-up) dedicated to lead and coordinate marketing efforts. This person will draw from account teams, support personnel, and corporate marketing resources as needed. AT&T will deploy teams to meet specific marketing goals and timelines as appropriate. Initiatives will include, but not be limited to:

- Trade shows
- AT&T customer events in person
- AT&T customer events via webinar
- Marketing campaigns

AT&T will work with DIR to jointly market TEX-AN NG products and services.

**AT&T Resources dedicated to TEX-AN NG Sales:**

AT&T employs hundreds of dedicated resources assigned to support the State of Texas Agencies, Local Government, and Education markets. AT&T aligns local resources into segments focusing on State Government to support the requested TEX-AN NG services. AT&T is able to unify our outreach to the State of Texas Agencies, Political Subdivisions, schools, institutions of higher learning, and other qualified ordering entities by providing a local dedicated account team with familiarities in these markets as well as various other skilled resources.

**AT&T Sales office related to TEX-AN NG Program:**

AT&T has many offices around the State; the sample below consists of 15 offices that will be used to support sales efforts for TEX-AN NG program.

Sales Offices			
Street	City	State	ZIP
5601 Legacy Dr.	Plano	TX	75024
1116 Houston St.	Fort Worth	TX	76102
208 S. Akard St.	Dallas	TX	75202
6500 West Loop South	Bellaire	TX	77401
500 Texas Ave.	El Paso	TX	79901
3120 Eddy St.	Amarillo	TX	79106
410 W Missouri Ave.	Midland	TX	79701



Sales Offices			
Street	City	State	ZIP
2010 Avenue R	Lubbock	TX	79411
712 E Huntland Dr.	Austin	TX	78752
1010 N. Saint Mary's St.	San Antonio	TX	78215
5711 McPherson Rd.	Laredo	TX	78041
721 Beech Ave.	McAllen	TX	78501
530 McCullough Ave.	San Antonio	TX	78215
3501 S. Padre Island Dr.	Corpus Christi	TX	78415
4544 S Lamar Blvd.	Austin	TX	78745

**AT&T Planned marketing efforts in each year by TEX-AN NG market segment:**

AT&T will work with DIR to determine the appropriate level of marketing activity. AT&T invites DIR to actively participate in all of these marketing activities.

**Year One Events (12 months after contract signature)**

**State Government**

- 2-3 State Agency road shows
- DIR events as appropriate
  - Power to Purchase
  - Information Security Forum
  - Other DIR sponsored events
- TASSCC Annual Conference 2011 in San Antonio
- CONSEC 2011
- Texas Homeland Security Conference
- Texas Hurricane Annual Conference

**Local Government**

- At least five regional road shows distributed around the state
- For example:



- Texas Municipal League Annual Conference 2011
- Association of Public-Safety Officials Annual Conference
- Texas Police Chiefs Association Annual Conference 2011
- Texas ISD Chiefs of Police Annual Conference 2011
- NENA Texas 2011
- Texas Technology Forum – eRepublic
- Digital Cities Awards Gala
- Webinars as appropriate
- Other Political Subdivision events as appropriate

**Education Events (for example)**

- Educause ELI 2011
- Texas Computer Education Association (TCEA) 2011
- ACUTA 2011
- Houston ISD Technology Fair
- Lubbock ISD Foundation for Excellence
- RESC Events
  - Technology Integration Conference Region 5
  - Other RESC Events

**Higher Education (for example)**

- ACUTA 2011
- University of Houston Tech Fair

**Year Two Events (after initial year)**

Year two events will follow the approximate schedule, but AT&T intends to add events as appropriate. We will participate in Texas and regional events where opportunities exist to include the TEX-AN NG services.