



Telecommunications Revenue Recovery

Retaining the *Right* Expert in a Telecommunications Dispute

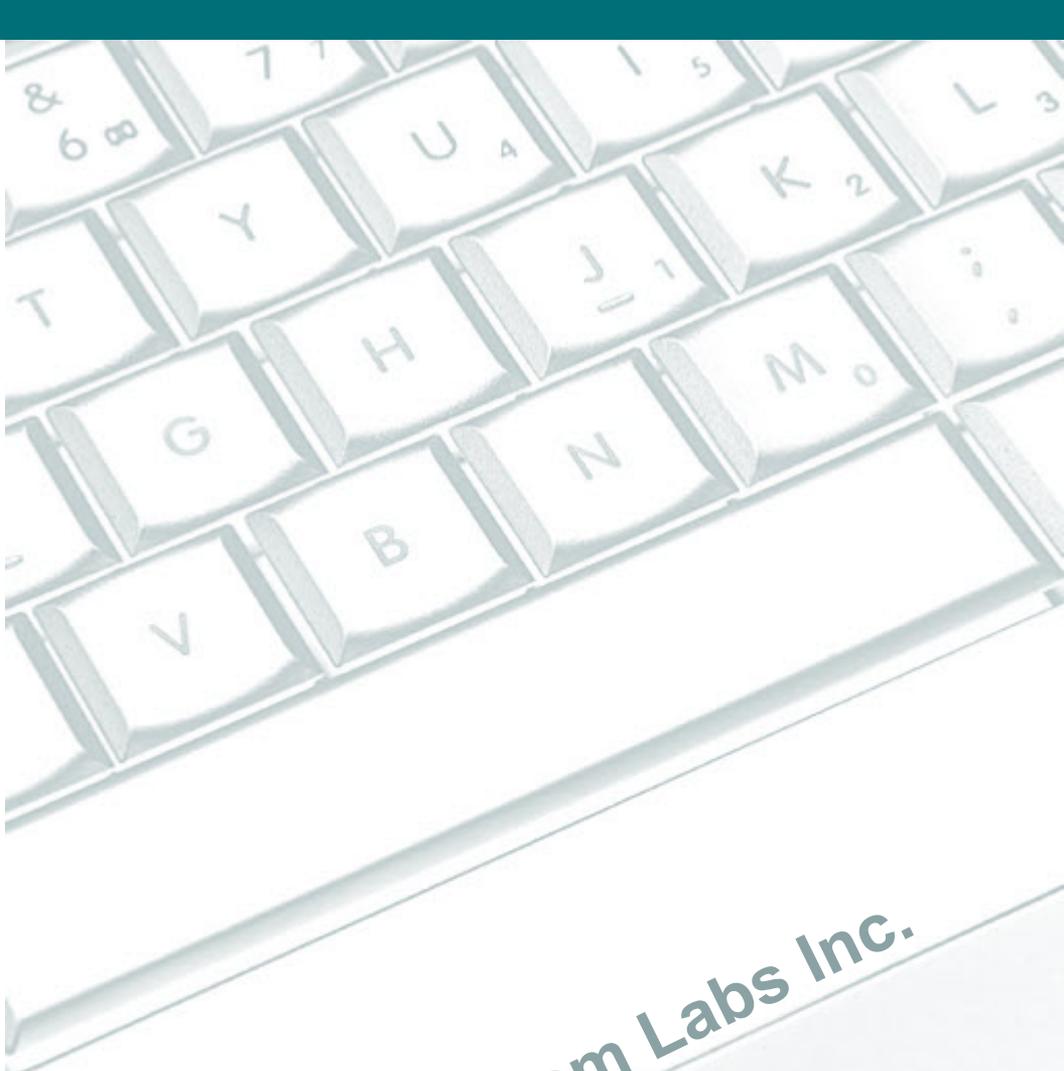
While everyone hopes to avoid litigation, the threat of a suit is still the 800 pound gorilla in the room when trying to resolve large telecommunications disputes.

While lawyers are important in any legal action, the right *Experts* can also improve your chances of collecting in a large telecommunications dispute.

Engaging such an Expert is no small matter when millions of dollars may be at stake.



Also Inside: Telecom Disaster Recovery, Billing Audits, Revenue Collection, CABS and CDR Verification, and MORE...



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Criteria for Selecting an Expert or Expert Witness

The role of the Expert begins early in the process, because disputes that can be supported from a sound technology perspective have a better chance of settling without litigation. If you *must* file suit however, make sure your Expert can also be an *Expert Witness* that will support your legal team, including:

1. Knowledge and Communication Skills

Obviously an Expert must have extensive knowledge, training or experience in the field in which he or she will testify. Equally important, an Expert must assimilate complex facts, draw conclusions, and present them understandably to non-technical people. If the Expert is on the speaking circuit, they are probably accustomed to communicating to diverse audiences. If they have testified in the past, chances are they are unruffled under the pressure of the courtroom. If they are published, this should indicate that they know how to organize a pattern of thoughts into coherent written conclusions.

2. Personality

A judge or jury that does not like an Expert Witness' demeanor may develop an unfavorable impression that could prejudice the case. People in general do not like to be bombarded with the "expertise" of others because it makes them feel less intelligent or that the person is "showing off." The most effective Experts can project expertise on a subject without putting people off. At the same time they must be sure of themselves and of their conclusions for credibility.



3. Credibility and Reputation

Expert opinions must be verifiable to be believable. Proof may come from offering up treatises on the subject including books or trade articles. More than simply citing standards, an Expert should be a person who is able to give a judge or jury a crash course on the topic in an engaging way *that holds their attention*. The best experts consider the courtroom as their classroom. That's why experts who frequently stump the lecture circuit can be in high demand. These people have the skill to pass along what can be very technical information in common, ordinary, everyday terms without talking down to their audience.

In summary, the "right" Expert would not even be considered if the importance of the claim did not outweigh the Expert's fees. You also don't want to send legal counsel into a contentious case unprepared. With this in mind, make sure your Expert has the ability to communicate with lawyers, just in case. Also remember, the most successful Expert not only has the knowledge, but also the reputation and charisma to convey that expertise to non-technical persons. Whether you are a telecommunications carrier, a law firm, a state or federal arbitrator, or a billing services provider, these traits will improve your chances in dispute resolution.

About Our Practice and Founder



Leo A. Wrobel's talent for exploiting change in technology, law, and regulation has earned him widespread acclaim. At age 30 he built the first Computer Disaster Recovery Center collocated inside a telephone central office. He was the first in Dallas Texas to carry telecommunications traffic over a cable television system.

In 1994, he brokered a Master Services Agreement between a \$14 Billion manufacturing giant and two of the largest local telecom firms in the U.S. This effort created the largest network ever installed up to that time, including prompt regulatory approval. The following year he leveraged a 1995 Texas telecom law on behalf of a \$70 Billion financial services company, that was the first end user to receive “unbundled” pricing, the year *before* the 1996 Federal Telecom Act.

Wrobel built a telecom company from a standing start to a profitable 50-state presence in three years, with customers in the Airline, Education, Insurance, and Government markets. Business was good... .. *then the “fun” started.*

For eight years Mr. Wrobel led his team through hostile action by a large ILEC who eventually put one of his companies out of business. In the process however, he and his staff learned the “monopoly play book” and took a stand against dominant carriers which do not always play fair. In 2004, Wrobel founded TelLAWCom Labs, quite frankly as “*a poke in the eye to AT&T.*” Then, surprise: **He suddenly had over 40 clients.** It seems our team was not alone trying to stand up to the big guys. Now, neither are you.

A Nationwide Network of Specialists



Physicians often refer patients to specialists. We operate much the same way. TelLAWCom Labs is affiliated with a nationwide network of Auditors, Law Firms, Regulatory Specialists, and Collection Organizations. Our competencies include Billing Disputes, Call Detail Record True-Ups, Performance Measure (PM) Liquidated Damages, Collections, Bankruptcy and Valuation Analysis, Data Forensics, Fraud Investigation, and Disaster Recovery. Our firm has published 12 books and over 700 trade articles and has lectured worldwide.

TelLAWCom Labs Inc is not a law firm. If you are a law firm that requires Expert support, we stand ready to aid your litigation team. If you are a telecom company with a dispute that you would like to settle as an alternative to litigation, we can help you as well. We have participated in dozens of formal dispute, legal, and regulatory proceedings since 1999 and have collected millions for our clients. If you are a CLEC, Independent Telephone Company, ESP, ISP, or large end user struggling in a world dominated by resurgent monopolies, please consider us as your consultant and advocate.

Honesty Integrity Knowledge Credibility Reputation

Billing Disputes & Delinquent Account Recovery

1. Stop Overpaying with a Detailed *Audit*

Disputed bills? Termination notice? Erroneous ILEC demand letter? You are not alone. CLECs, Independent Telephone Companies, ESPs, CMRS, and Wireless Service providers are over billed all the time. Even the most skilled staffs can never be 100% sure they are being billed under the most advantageous tariff or Interconnection Agreement (ICA) provisions....**until now.**

Our firm has garnered *millions* in billing refunds for its clients. We can help assure you are paying only for what you use, no more, at the correct rate. Don't wait until threat of disconnection before cleaning up billing errors. Call us today for a free telephone consultation.

2. Collect “PM” Liquidated Damages

How good is *your company's* ILEC performance? Performance Measure (PM) Liquidated Damages may be payable to you if ILEC performance falls below prescribed levels. Do you know how to track or request them? Our clients have collected *millions* in PMs since 2004. Even if you are *not* a CLEC or do not have PM provisions in your ICA, other remedies may be available for relief when ILEC performance lags. Ask us.

3. Delinquent End Users?

Are deadbeat end users hurting your bottom line? We can help you recover revenue that you thought was lost forever. First, our firm will review the claim. Second, we will use our analysis to try to settle the claim without litigation. Finally, if all else fails, we will assist in referring the claim to an outside collection agent or law firm, often at no up-front cost to you. So what have you got to lose? This might truly be “found money” since the amounts have probably been written off anyway. Call **(214)888-1300** or Email info@tlc-labs.com for a no-obligation consultation.



**Ask About
Revenue
Recovery
Training**

“Found Money is a Good Thing...”™

Carrier Access Billing (CABS) Disputes

1. Are Interexchange Carriers (IXCs) Not Paying Your Company's CABS Bills? The Issue Might be *Access Charge Discrimination*.



Slow or non paying IXCs? Disputed CABS bills? You are not alone. Today, many CLECs and Independents are having their CABS bills "red listed" by IXCs due to otherwise normal changes in traffic type and volume. Sometimes simply changing from residential to business or call centers is enough to have bills disputed.

TelLAWCom Labs Inc calls this practice: *Access Charge Discrimination*.

This discredited practice is *discrimination* because it is most often directed at small local carriers who lack the legal and technical resources to fight back. (By the same token, the large local carriers generally *do* get paid because *their* legal teams can make life miserable for deadbeat IXCs) Now you can fight back too.

2. Know ALL The Facts

If you are operating under a Tariff, an IXC is obligated to pay 100% of your tariffed rate. To put this concept in simple terms, one does not go into a Fast Food Restaurant, order a Combo Meal, eat it, and then commence negotiation on the price of the fries. Restaurants post a price and it applies to everyone. So too with tariffs. Access Service Tariffs set forth the charges imposed on carriers that make use of local access services. *Tariffs carry the weight of law and can be enforced.*

3. We Can Help Local Providers or IXCs

What about allegations of access fraud by an IXC against a local provider? First and foremost in those cases, IXCs should file a formal injunction using suitable legal counsel. We also caution bad actors in telecommunications that there is a special place for you if you engage in illegal activity. Hint: It has bars on it.

For the other 99.9% of providers (IXC or Local) that are playing fair but have a dispute for whatever reason, we can help. First, our firm can provide an unbiased analysis using the finest technology and expertise available. (See following pages) Secondly, with a good technical basis in hand we can help support your claim, hopefully without litigation. We have helped clients dispute millions of dollars since 2004. Finally, even if we are unsuccessful in settling your claim, your legal team will have *hard facts* for a tariff claim, or injunction. We would remain on board to help as Expert Witnesses if requested. Call us today at **(214) 888-1300** or Email info@tlc-labs.com for further information, in complete confidence.

CDR Revenue Loss - Count the Ways!

1. **Phantom Traffic**
2. **Reciprocal Compensation**
3. **PIU / PLU %**
4. **Bypass**
5. **Inaccurate Wireless**
6. **Lost UNE-P CABS**

Most communications providers routinely exchange and bill Call Detail Records (CDR). The revenue obtained through this process can easily be 50% or more of a carrier's income. Despite its importance, there is no "industry standard" format for CDR, and for many providers this is a financial disaster waiting to happen.

Fact: The **Operational Support Systems (OSS)** of many carriers is seriously deficient. OSS deficiencies beyond your control often mean you can't bill for calls that should have been billed, or pay for calls that should NOT have been billed to you, or pay for fraudulent or improperly routed calls. UNE-P lines are particular problems, and may not produce CDR to bill at all.

- **Convert SS7 packets into "Super CDRs" to support current, past and future revenue claims**
- **Eliminate Phantom Traffic, determine which carriers originated the calls.**

When trouble happens, carriers depend on information from switches to sustain a claim for a "True Up" with other carriers. Collecting the necessary supporting call data is an arduous process however, requiring a great deal of expensive human interaction. Worse yet, data formats from many switches are proprietary or change significantly from one vendor to the next, requiring even more complex and expensive reconciliation.

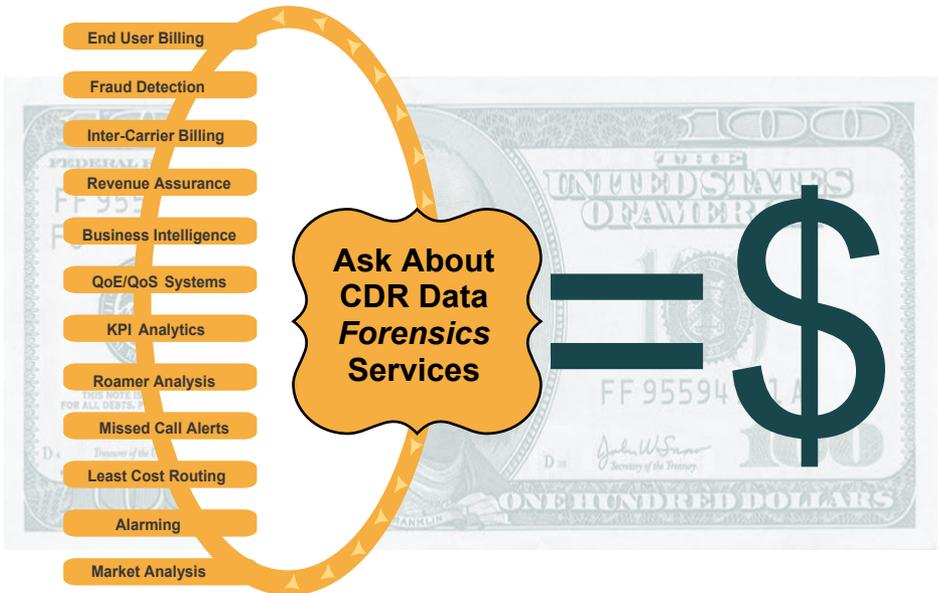
**Now you can depend on the most accurate source available:
The SS7 Network itself.**

Using a patented technology that is completely independent from carrier OSS systems, it is now possible to monitor, collect and correlate SS7 packets (SS7, SIP, IMS) into "industry standard" AMA and EMI records. These records, in the event of a large contested "True Up" claim, are virtually irrefutable in court. Now have the ammunition needed to sustain claims that sometimes total millions of dollars. Why not go after it NOW? After all, *it's your money.*

**Ask About
CDR
Recovery
Training**

Identify and Stop CDR Revenue Leakage TODAY!

- **Communicate “True Up” Claims to Carriers with Confidence.**
- **Create “ByPass Exception CDRs” that *Can Be Billed*.**
- **Generate “Super CDR” on Single Platform, SS7, IP or ATM.**
- **Real-Time Fraud and Revenue Assurance Feeds.**
- **A Reliable Billing Source for Any Platform or Technology.**



Visibility = Profitability for Today and Tomorrow

Today, as carriers deploy next generation networks of all kinds, the need for a single, reliable source for CDR that can form the baseline for a multiplicity of applications is paramount. This is doubly true these days, when carriers focus on increasing profitability and lowering costs.

TelLAWCom Labs Inc. has collected millions of dollars in CDR settlements and true ups for its clients. We stand ready to help you plug the holes in your revenue leakage and help you become a more profitable company.

“Found Money is a Good Thing...”™

Disaster Recovery for Telecommunications



“4Ci” Communications

(Command, Control Communications, Computers and Intelligence) assures people **STAY CONNECTED** in a disaster or emergency; including 911 PSAPS, outbound notification, inbound call recovery, and solutions for the all too common cable cut!



Service Provider, Call Center and Large Business Recovery Plans

Our senior staff has over 100 years of experience writing disaster recovery plans for Phone Companies, Airlines, Manufacturers, Banks, Brokerages, Financial Services and Government. We also specialize in Network Vulnerability Analysis and Business Interruption Analysis. Cut fiber cable or other outage cost your company business? We can help, *before or after*.

Science and Technology for Mitigating Natural Disasters

The possibility of a natural disaster is a constant threat to telecom providers. Take a good look at all the risks before building that central office, opening that data center, or laying that fiber cable - worldwide! Read more in “*Disaster Recovery Planning for Communications and Critical Infrastructure*” (see following page) or visit www.pdc.org/DRJ to sample this technology right now.



*b4Ci Inc. is a Sister Company
to Tei**LAW**Com Labs Inc.
Telecom Disaster Recovery Experts Since 1986
www.b4ci.com*

Reference Books, Speakers and Seminars

**TelLAWCom Labs
& b4Ci - in China!**

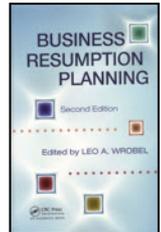


CEO Leo A. Wrobel lectured as a guest of the Chinese Academy of Sciences. A sought-after speaker, Leo's engagements are often based on his 12 books, including:

Business Resumption Planning Second Edition By Leo A. Wrobel

© Auerbach Publishers, 489 Pages **Plus CD ROM!**

It all started in 1996 with the best-selling "Business Resumption Planning" by Leo Wrobel, Ed Devlin and Cole Emerson. The "big red book" soon became the bible of the Contingency Planning industry. Now read the "update" in this Second Edition of that first book.



Disaster Recovery for Communications and Critical Infrastructure

By Leo A. and Sharon M. Wrobel

© Artech House Books, 304 Pages

What is the best way to maintain "4Ci" in a disaster? Are corporations responsible for natural disasters? What should a disaster recovery plan LOOK like? Is there any place to get a "simple" plan? All of these questions and more are answered in this extraordinary book that the Midwest Book Review called a "must have" for the contingency planner.



**Order BOTH books shown here
personally signed by the authors \$199.95 plus s/h.**

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