



March 2009

Level 3 Business Partner Program

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BUSINESS MARKETS UPDATE

Three Ways We Are Helping Business Partners Increase Commissions in 2009

In case you missed the February Partner Newsletter, there are important updates you should be aware of regarding Level 3 Communication's new sales strategy and approach in 2009. Here's a summary of the changes we are implementing to help you reach a broader percentage of Level 3's target market and simplify your sales process.

1. **We have broadened our 2009 customer acquisition strategy and target markets** to significantly increase the addressable market for our Business Partners.
 - o Our goal is to get "local" and sell on or off-net to meet partner opportunities.
 - o We have further reduced "off-limits" accounts and added new verticals and selling support programs for our Business Partners.
2. **We have widened our service portfolio** to enable Business Partners to create new revenue streams.
 - o Our focus continues to be the mid-market and services for private networking, Internet connectivity and enterprise voice.
 - o We are implementing postalized pricing for DS-1 and DS-3 in 25 markets.
3. **We have enhanced our tools and incentives** to make it easier to do business with us.
 - o Funding and 2009 MasterStream enhancements will add numerous additional services.
 - o Our new "Economic Stimulus" promotion can provide a free month of service.
 - o Our "Double Dip" SPIF for partners can pay a one-time SPIF of up to \$4,000 for new sales. (See Incentives & Promotions below.)

To learn more, please contact your Partner Sales Manager.

PROGRAM UPDATE

Service Delivery Update

Level 3 continues to focus on the customer experience through measurement and tracking of our key performance indicators for Service Delivery. Customer Commit Date Met (a measure of our performance in hitting our FOC date) improved by 19% in February compared to January, and Q1 2009 is on target to beat Q4 2008 in terms of this critical performance metric.

Service Management Update

Domestic support is back! As of March 1, 2009 all customer-facing service management support has been pulled back to domestic, U.S.-based resources. For the latest reporting period through January 2009, our Tier1 average speed of answer, abandonment call rates and mean time to dispatch were all also “in the green,” with marked improvements across the board.

Mean-Time-To-Restore (MTTR) has shown improvement across each product category (Voice/Transport and IP), however remains below stated goals. In order to continue to drive improvements, the Service Management Team is making headway in each area of our five-point plan to strengthen the customer experience.

OPERATIONS UPDATE

Customer Financial Service (Billing)

The domestic billing team is growing. U.S.-based resources are increasing by 50 percent in March to improve our responsiveness and efficiencies. Our dispute policies have been streamlined and our customer communications templates have been expanded to not only include the name, email and contact number of the billing analysts working an issue, but their supervisor as well.

Customers calling the global customer service number will be pleased with the reduction in the time it takes to get their billing issues addressed. Previously, the customer had to wade through several extension options, but they will now hear a brief introduction and have the option to immediately be connected to a billing analyst. A single toll-free number now replaces the six we previously had. Customers can access the 1-877-2LEVEL3 (1-877-253-8353) phone number, which we're printing on all invoices and billing correspondence.

INCENTIVES AND PROMOTIONS

“Double Dip” with the Level 3 SPIF

To help you jumpstart your commissions in 2009, we are offering a one-time SPIF for new monthly sales over \$5,000 in a single calendar month until June 2009. All enterprise services are qualified, and to help you get your money fast, the SPIF will be paid the month after Level 3 Order Acceptance.

Monthly Sales Amount	One-Time SPIF
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>\$5,000	\$1000
>\$10,000	\$2000
>\$20,000	\$4000

Please visit the [Partner Portal](#) to view the complete service listing and the additional rules and restrictions that apply.

New Customer Stimulus Promotion

Through the end of April 2009, your customers can take advantage of up-front discounts for new orders (not usage) at standard pricing. Customers placing new orders will receive:

- One free month per 24-month term
- Two free months per 36-month term

Services available for discount include: Level 3^{Å®} Intercity Private Line, Level 3^{Å®} Intercity Ethernet Private Line, Level 3^{Å®} Intercity Wavelength, Level 3^{Å®} Dedicated Internet Access, Enterprise Voice services, Level 3^{Å®} Cross Connects, VPN services, Level 3^{Å®} Off-Net Access, Level 3^{Å®} Metro Private Line*, Level 3^{Å®} Metro Ethernet Private Line* and Level 3^{Å®} Metro Wavelength* services.

**Off-net access is excluded from the free-month promotion for metro only solutions.*

TRAINING UPDATE

Learn How to Quote Level 3 Services at MasterStream Training

Did you know that you can quote Level 3 services on your own and even apply a discount? Attend one of our upcoming MasterStream training webinars to learn how. Upcoming webinars are scheduled for 10 a.m. MST:

- March 10
- March 24
- April 7
- April 21
- May 5
- May 19

To register for the training, send an email with your desired date to wendi.grover@level3.com. You'll learn to quote all of the following services, as well as new services we will implement for quoting in MasterStream during 2009.

- Dedicated Internet Access
- Private Line
- Integrated Access (Voice and Data on a single T1)
- Dedicated Long Distance

If you are a sub-agent and do not have access to MasterStream, please contact your Master Agent. If you are a direct agent, please contact wendi.grover@level3.com. Please ensure that you request access at least two business days before the scheduled training.

CHANNEL PARTNER CONFERENCE HIGHLIGHTS

Level 3 Honors Top Partners at Conference in Las Vegas

Level 3 had a strong presence at the recent Channel Partners Conference and Expo in Las Vegas. In addition to meeting with several potential partners at the event, the Level 3 team met with dozens of current partners to discuss Business Partner Program successes and how Level 3 can improve and evolve the program moving forward.

To celebrate our top partners, we presented eight companies with the following awards during an exclusive dinner at NOVE Italian restaurant at The Palms Resort & Casino.

LEVEL 3 NEWS UPDATE

Level 3 Veers Off Net

An article from Phone+ Magazine heralds a big change in the way Level 3 Communications sees itself. The company is not only looking to increase sales via the indirect channels, it is looking to do so off-net. For over a decade now, Level 3 has beat the drum about on-net services, driving higher margins by seeking sales that can be served mostly over their own facilities. Now they are looking to embrace their inner CLEC, as it were, and compete for the mid-sized enterprise market via other people's facilities as well. Read the [full story](#).

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