



Level(3)[®] | Business
COMMUNICATIONS Partner Program

2007 Resource Guide



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Level 3 Background



trusted

reliable

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LEVEL 3 BACKGROUND responsive

Level 3 (Nasdaq: LVLT) is an international communications and information services company headquartered in Broomfield, Colorado. The company operates one of the largest communications and Internet backbones in the world.

Since our founding in 1998, Level 3 has been focused on delivering premier services over one of the world's most advanced, IP-optimized networks. Level 3 owns and maintains approximately 47,000 intercity route miles in North America and Europe. We offer a comprehensive portfolio of network offerings that spans Internet Protocol (IP) services, broadband transport, colocation services, and patented Softswitch-based managed modem and voice services. Level 3 also uses these network services as a foundation for delivering enterprise telecommunications solutions.

Level 3 counts among its customers:

- 18 of the world's top 20 telecom companies
- 9 of the 10 largest carriers in Europe
- 9 of the 10 largest U.S. cable companies
- 3 of the top 4 telecom companies in Asia
- 4 of the top 5 U.S. Wireless Service Providers



Business Partner Program Overview

BUSINESS PARTNER PROGRAM OVERVIEW

The Level 3 Business Partner Program was created with the understanding that your success is our success. As a Level 3 Business Partner, you can sell Level 3 enterprise and select wholesale services with the sales, operational and marketing support you need to be successful. Level 3 Business Partners target small and medium businesses, enterprises, and regional wholesale customers primarily in our metro markets footprint.

With a foundation of best practices gained from industry-leading programs, the Level 3 Business Partner Program allows you to provide complete solutions to your customers with a name they can trust. We provide our Partners a high value portfolio of IP and voice services across 116 metro markets – and support them with industry-leading benefits and compensation plans, unique partner manager support, and world class tools that make it easy for you and your customers to do business with Level 3.

In addition to the support our Partners receive via tools and programs, the Level 3 Business Partner Program provides a unique Partner Manager model.

National Partner Sales Managers (NPSM) work closely with Level 3 Master Agents as dedicated support to help drive sales efficiencies. As your primary point of contact at Level 3, NPSMs help provide on-boarding, marketing, go-to-market planning, and training support at the Master Agent and their partner program level.

Partner Sales Managers (PSM) support the Business Partners in the program as well as Master Agent's channel partners located within their designated region. PSMs help the Business Partners and the Master Agent partners through joint sales calls, service and operational training, local events and serving as the main contact into Level 3.

Level 3 Master Agents and Business Partners have the benefit of direct Sales Engineer support on Level 3 services. Dedicated SEs work closely with our Partners and act as the primary technical contact for both Partners and customers. Sales Engineers also provide extensive pre-sale support as well as all technical aspects of Partner training and on-boarding. To engage your SE, please work with your NPSM or PSM.

The Partner-friendly Rules of Engagement (ROEs) are another benefit of the Level 3 Business Partner Program. We view our Partners as an extension of our sales force and treat their business opportunities with that in mind. By implementing pre-defined Rules of Engagement, we can address channel conflict up front in order to avoid these occurrences as often as possible. Your NPSM or PSM is your liaison into Level 3 and will ensure that any conflicts are addressed in a manner that fairly supports our Partner community.



Level 3 Network Footprint

proven

trusted

reliable

scalable

LEVEL 3 NETWORK FOOTPRINT

responsive

The Level 3 Network

The Level 3 Network provides for a broader service portfolio and network reach backed by a global leader with the agility to quickly respond to technology changes, new ideas and customer needs.

- Approximately 47,000 fiber route miles in North American and Europe
 - Largest nationwide soft switch network supporting VoIP services with local interconnection covering over 80% of the population
 - Acquired networks include over 100 circuit switches, supporting nationwide TDM-based voice services
- Connects to 175 On-Net markets in 16 countries
 - Includes 125 metro fiber markets
 - More than 25,000 metro fiber route miles in North America
 - More than 6,700 On-Net buildings across the U.S.
 - Over 100,000 enterprise buildings within 500 feet of the Level 3 network
 - Greater than 6,500 traffic aggregation points

Metropolitan Networks

In addition to our extensive intercity network infrastructure, Level 3 operates multi-conduit metropolitan networks in over 120 North American and European cities. The metro networks connect Level 3 data centers to key aggregation points in each market, including central offices, telecom hotels, customer sites, and data centers operated by other carriers.

These metro networks offer you important competitive advantages. By extending the reach of the Level 3 Network deeper into each market and closer to end-user premises, we're able to help lower the network access costs. Our metro networks also serve as a platform for Level 3's comprehensive set of metro services for intra-metro and long-haul extension applications.

For further details about the Level 3 Network footprint, please visit the Level 3 Business Partner Portal at <https://businessportal.portallogin.net>.

On-Net Building List

Level 3 has an expansive On-Net Building list, including more than 6,700 On-Net buildings. For a full Lit Building list, please reference the Level 3 Business Partner Portal at <https://businessportal.portallogin.net>.



Level 3 Service Portfolio

proven

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reliable

scalable

LEVEL 3 SERVICE PORTFOLIO

responsive

Your best opportunity for success is to focus on On-Net or near-net services to customers that leverage our network and buy core services from the list of Level 3 focus services. We sell a standardized and simplified product set that leverages the increased convergence of IT and telecommunication spending to customers that have facilities on or near our network, are in data intensive businesses, and buy our core products in standard configurations. Be sure to check the Business Partner Portal for the latest service information at <https://businessportal.portallogin.net>.

Our focus services include the following Level 3 services:

Data and Internet Services

Level 3® Intercity Private Line Service

The Level 3 Intercity Private Line service is a high-speed, dedicated circuit between two or more customer-specified locations. The service supports point-to-point and hubbed configuration options across a wide range of bandwidth options and interfaces, from DS-1 to OC-48. Level 3 offers protected and unprotected service, and diversity options provisioned over a facilities-based network with extensive reach.

Level 3® Metro Private Line Service

The Level 3 Metro Private Line service meets your needs to move data traffic between major data aggregation points in a given geographic area, such as carrier hotels, peering points, and Central Offices (COs). The Level 3 Metro Private Line service includes DS-1, DS-3, OC-3/3c, OC-12/12c, and OC-48/48c and OC-192 capabilities.

Level 3® Intercity Wavelength Service

The Level 3 Intercity Wavelength service can provide you with the network transparency you need to control your management and protection scheme with high-speed, dedicated, point-to-point, unprotected wavelength service at 2.5 Gbps and 10 Gbps.

Level 3® Metro Ethernet Private Line Service

The Level 3 Metro Ethernet Private Line service delivers high-speed, optical, point-to-point metro transport. The service provides transparent, dedicated connections between locations to meet your needs for moving data traffic between major data aggregation points

in a given geographic area, such as carrier hotels, peering points and central offices (COs). Metro Ethernet Private Line offers an Ethernet interface at the GigE and 10 GigE signal rates, with options for protected or unprotected service.

Level 3® Metro Wavelength Service

The Level 3 Metro Wavelength service delivers optical, point-to-point metro transport that meets your needs for moving data traffic between major data aggregation points in a given geographic area, such as carrier hotels, peering points and central offices (COs). Metro Wavelength services are available at speeds of 2.5 Gbps and 10 Gbps, with options for protected or unprotected service.

Level 3® Multi-Connect

The Level 3 Multi-Connect is an original, flat-rate, distance insensitive point to multi-point private line network solution. It uses a private hub-and-spoke WAN with layer 1 security and QoS, is agnostic to protocol and applications, and provides exceptional reliability and performance.

Level 3® Dedicated Internet Access (DIA)

The Level 3 Dedicated Internet Access service combines essential enterprise Internet features with world-class global Internet reach and scalability, for a high-performance Internet solution for enterprises of all sizes. The service can be offered as either a stand-alone product or as a complement to other Level 3 data communication products. The fixed-rate service is available in a wide range of bandwidth speeds and access methods, from 56 Kbps to OC-48 and Gigabit Ethernet with both full-port and fractional throughputs. The Dedicated Internet Access service is designed to fit the diverse requirements of enterprises that demand high-performance access to the global Internet marketplace.

Level 3® High Speed IP Service

Level 3's Tier 1 Internet access service is an IP transit platform that provides the performance, flexibility, and reliability that companies need to rapidly scale their Internet bandwidth. The Level 3 Network delivers consistently outstanding performance. By using the Level 3 High Speed IP service, you will be treating your users to the best

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reliable

scalable

responsive

Internet access experience available in the industry today. The service is delivered via Level 3's world-class IP backbone network, which is combined with robust and balanced customer and peering interconnectivity to create a platform that sets a new standard for IP performance.

Level 3® IP VPN Service

The Level 3 IP VPN service gives you the flexible connectivity and scalability of IP-based services combined with the security, privacy and quality of ATM and frame relay. You can replace multiple networks with a single, cost-effective solution that greatly simplifies the converged transmission of voice, video and data. The Level 3 IP VPN offering is designed to support converged data, video and voice traffic on a single platform; both existing and emerging IP applications; disaster recovery initiatives based on rapid transfer and redundancy; and interconnections with legacy network equipment.

Level 3® Virtual Private LAN Service (VPLS)

Level 3 VPLS is an Ethernet based any-to-any (fully meshed) data communication service supported over an MPLS infrastructure. It allows geographically dispersed customer sites to securely communicate among each other by sharing a single Ethernet broadcast domain. Unlike Layer 3 IP VPNs, Layer 2 VPLS allows customers to maintain end-to-end control and security of WAN routing decisions. It combines the control features of Frame Relay/ATM with the performance and flexibility of MPLS for a truly unique WAN service.

Level 3® Ethernet VPN Service

The Level 3 Ethernet VPN service delivers advanced network security and rich features that let you offer a customized mix of services for point-to-point and multipoint connections. The service provides an end-to-end, Layer 2 switched Ethernet service that functions like a Virtual Private LAN. Its MPLS core accommodates diverse access methods, including native Ethernet frame relay and ATM handoffs, local Ethernet access providers, and our Level 3 Managed Ethernet Access (MEA) solution. MEA is a fully monitored and managed solution available at any location using TDM/SONET loops. Level 3's service is uniquely configured to seamlessly bridge Ethernet services to frame relay and ATM networks – no forklift upgrades or protocol conversions required. Backed with aggressive service levels and industry-leading

operational excellence, Level 3 Ethernet VPN is the nationally available solution that is reshaping the WAN.

Level 3® Managed Ethernet Access

The Level 3 Managed Ethernet Access service is a robust, multi-access solution that is easy to implement and operate. The service provides native Ethernet connectivity directly into your premises wherever TDM/SONET private and leased lines are available. The Managed Ethernet Access service requires a Level 3-provided access device at your premises and a single, local-access transport connection between this Customer Premises Equipment (CPE) to the Level 3 Point of Presence (POP). Using this infrastructure, multiple data, voice, video and storage extension services are accessible via dedicated, secure Ethernet virtual circuits that support traffic separation and prioritization. The solution eliminates the need for multiple access loops for each service while maintaining service integrity and performance.

Level 3® Colocation Service

Level 3 Colocation equips you with physical security, redundant power availability, customer support, and the infrastructure flexibility you need to meet your specific networking needs. Level 3 operates 78 data centers across the United States and Europe. Forty-one of these facilities are IP-enabled Level 3 Gateways that give you a choice of cabinets or suites, custom or pre-built configurations, AC or DC power, and the whole gamut of Level 3 networking services. The remaining sites — our Synergy sites — offer carrier-grade DC power, private line, Ethernet, dark fiber, and wavelength services. Our broad footprint of consistently designed facilities virtually eliminates the hassle of finding another vendor as your needs evolve.

Enterprise Voice Services

Level 3® Network-based Enterprise VoIP

The Level 3 Network-based VoIP service is an IP telephony service delivered remotely from the Level 3 Network. The service utilizes a carrier-class, network-based, fully redundant VoIP platform to provide scalable and secure call control and features for a variety of end-



user IP devices including native IP phone sets and Analog Terminal Adapters (ATAs). The Network-based Enterprise VoIP service is ideal for customers who seek to realize the productivity and cost benefits associated with VoIP, but choose to focus their in-house IT resources on core business demands rather than on maintaining an enterprise VoIP infrastructure.

Level 3® Enterprise IP Trunking

Level 3 Enterprise IP Trunking is an IP telephony access service for IP-PBXs delivered to the enterprise LAN/WAN over Level 3 provided dedicated IP connections. With Enterprise IP Trunking, the enterprise customer obtains PSTN access via Level 3's Dedicated IP service. Level 3 Enterprise IP Trunking is available in legacy Telcove markets only.

Level 3® Toll Free Service

The Level 3 Toll Free service offers customers a robust, feature rich and flexible service with either a TDM or IP interconnect, allowing you to design your toll-free offering to meet your current and future business needs. Companies can choose from dedicated and switched options with advanced routing capabilities and other enhanced features.

Level 3® One Plus Services

Staying ahead in the changing voice services market means delivering a more comprehensive, more reliable and more flexible offering than the competition. The Level 3 One Plus service suite features both Automatic Number Identification (ANI) -based services (Switched One Plus and Carrier Transport), and a dedicated end-user service (Dedicated One Plus). Dedicated One Plus service provides an end-to-end solution for interstate, intrastate and international outbound voice services originated over TDM or IP Dedicated Access Lines from an end user's Private Branch Exchange (PBX) or other Customer Premises Equipment (CPE). Dedicated One Plus service directly interconnects Level 3 with your end-user location.



Business Tools

BUSINESS TOOLS

Obtaining a Quote

Level 3 offers its Business Partners competitive pricing and world-class services to provide exceptional value for your customers.

Business Partners have two (2) primary paths for service quotes:

1. Automated submission using the Partner Portal quoting tool (MasterStream)
 - a. This tool is available to quote most DS1 level services
 - b. Access must be requested through your Partner Sales Manager
 - c. Any failed response must be resubmitted via the manual method
2. The manual submission of a Request For Quote (RFQ) (or other agreed upon document) to your Partner Sales Manager
 - a. The Business Partner Request For Quote form can be found on the Partner Portal, <https://businessportal.portallogin.net> and completed RFQs sent to your Partner Sales Manager
 - b. Access to the Partner Portal should be requested through your Partner Sales Manager

Level 3 policies require all quote requests to be prescreened against a set of rules of engagement prior to any quote being returned.

- a. RFQs passing prescreening and submitted via the manual method will be responded to in the order as they are received
- b. Quotes are valid for 30-days. Level 3 reserves the right to update any quote in advance of order acceptance
- c. Quotes are not inclusive of all applicable taxes, surcharges, funds or fees
- d. Partners may not modify quotes in anyway

For questions about quoting, please contact your Partner Sales Manager or the Partner Support Team at PartnerSupport@Level3.com.

Placing an Order

If a quote is accepted, the Partner Sales Manager or the Partner Support Team can assist in the identification, completion and submission of necessary contracts and order forms.

- In general, each new order will require:
 - A completed Level 3 Credit Application
 - All orders, including those for existing customers, are subject to a credit review
 - The service specific Order Forms
 - Additional order documents may be required depending upon the service and network
 - Required forms are available on the Partner Portal, <https://businessportal.portallogin.net>
- Available on the Partner Portal are:
 - Product specific Service Schedules (SLAs)
 - The standard Master Service Agreement (MSA)
 - The MSA should only be provided upon request
 - Redlines will only be considered when the monthly recurring revenue (MRR) is more than \$5,000
- Assistance completing any Level 3 document is available via your Partner Sales Manager, Sales Engineer or Partner Support Specialist

Order Status Process

Partner Sales Managers are provided weekly updates on the status of all pending orders. Partners' inquiries can be directed to the Partner Support Desk via email at PartnerSupport@Level3.com or contact your Partner Sales Manager.

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tested

reliable

scalable

responsive

Trouble Ticketing

Level 3 has a Customer Care organization to assist you and your customers with any service issues. There are specific toll free numbers for you to call, depending on the type of service your customer is using.

It is recommended that the customer contact Level 3 directly with any repair emergencies.

- The customer should have their circuit ID and a detailed description to the nature of the problem when calling repair

Throughout the acquisition integration time period, customers should call the telephone number listed on their service invoice for trouble reporting:

- Level 3 network: 877- 4LEVEL3
- Broadwing network: Data service - 877-946-4777
Local – Toll Free service: 888-362-2522
- Telcove network: 877-321-5465
- Looking Glass network: 866-342-7288 option 2
- Progress Telecom network: 800-800-6300 option 1
- ICG Communications network: 888-424-4611

Repair escalations should be directed through the on-call management at each respective NOC (see numbers above) or through the Partner Support Team.

- First Level: 866-687-9566
- Second and Third Levels: Please refer to the Business Partner Portal at <https://www.businessportal.portallogin.net>

Business Partner Portal Overview

The Level 3 Business Partner Portal is a personalized, web-application that allows Level 3’s Business Partners to access information on our network, service offerings, marketing tools and training, operational processes, and commissions. The portal currently allows you to find service collateral and to view Level 3 network maps and On-Net buildings lists for your sales needs. In addition, the Business Partner Portal is where you can access the quoting tool and request for quote (RFQ) form as well as view commission statements to ensure accuracy.

To gain access to the portal, you must sign the Level 3 Portal Access Agreement through your Partner Sales Manager. Upon execution, you will receive a unique login and password granting you immediate access to the portal. Each Master Agent or Business Partner will be provided with their own domain and Delegated Administrator access so that you can add internal or sub agent users to the portal.

URL: <https://businessportal.portallogin.net>





Partner Training

proven

trusted

reliable

scalable

PARTNER TRAINING

responsive

The Level 3 Business Partner University

Level 3 is committed to the success of our Partners and we designed the Level 3 Business Partner University to provide the information and training you need to be successful in the market place. Please visit the Partner University to access our training modules available through the Business Partner Portal. This self paced library of service and operational modules, with on-demand access, provides the information you need to sell the Level 3 focus services.

Please have three people in your organization complete the available modules. These people should include a technical person, partner support manager and an operational person. They will have the opportunity to test out of any of the modules if they desire by completing the test beforehand and if they pass, they can move on to the next module.

How to access the Level 3 Business Partner University

To access the Level 3 Business Partner Portal: <https://businessportal.portallogin.net>

- Login to the Business Partner Portal
- Go to the “Marketing Tools” tab
- Open the Level 3 Business Partner University document and launch the link – **www.Level3bppttraining.com**

Once in the Level 3 Business Partner University portal, please:

- Click on “Log On”
- Enter your email address, and a user name and password, and submit
 - Please remember you will need this login information each time you access the training site
- Complete the registration form and submit

Select the catalog and enroll in each of the modules and final exams by following the instructions below:

- Click on “*Catalog*” in left hand navigation menu, the list of available modules will appear
- On the top navigation bar, select each of the Level 3 Services
- Select each course and final exam under each heading
- Click on “*Enroll Now*”
- You will receive a confirmation page, at the end of that page, click on “*continue shopping click here*”
- Repeat the above steps for the rest of the courses and exams
- Once you have registered for each part of the training, click on “*Confirm Order*”, and you will receive a confirmation page
- Now, you will be able to view the courses and exams under “*My Learning*”

Please contact your Partner Sales Manager for further assistance.

Business Partner Webinars

In addition to online training, Level 3 will also provide educational webinars that focus on solution selling into vertical markets as well as specific areas in where our Partners are positioned to win. The Partner University will have replay links to these webinars readily available for our Partners’ use.



Marketing Support

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trusted

reliable

scalable

MARKETING SUPPORT

responsive

Tools and Datasheets Available

Level 3 provides you with a variety of tools to help enable your success. Reference the Business Partner Portal to take advantage of the latest marketing and sales tools including service collateral, customer-facing and industry presentations, customer references and training materials. All of these tools are readily available to support your sales efforts via the Business Partner Portal, <https://businessportal.portallogin.net>.

Logo and Style Guide

As a Level 3 Business Partner, you should follow the logo and style guide, which can be accessed on the portal, when using the Level 3 Business Partner Program brand, logo, service marks, and trademarks. In addition, the style guide should be forwarded to all other parties and vendors who will assist in the development and/or maintenance of your company's materials (including, but not limited to collateral and Web site usage). As a Partner, you should also be accountable for all other third-party or vendor actions and correct usage of the Level 3 Business Partner Program brand, logo, service marks, and trademarks. Logos and style guide can be downloaded at <https://businessportal.portallogin.net>.

Market Development Funds (MDF)

Market Development Funds (MDF) are available to Master Agents and on a discretionary basis to Direct Agents. These matching funds are designed to support Partner Go-to-Market (GTM) efforts for driving demand of Level 3 services. For rules and guidelines, please contact your Partner Sales Manager for more details.

Partner Communications

In order to provide our Business Partners with the necessary communications and updates they need to maximize their sales efforts, Level 3 has developed *The Next Level Partner Communication* which is distributed to Level 3 Business Partners at the beginning of every month. This newsletter is designed to provide information around key program and service updates as well as other information around marketing, the Business Partner Portal, and sales contest and promotions. Partners may share this newsletter with their partner communities.

Voice of the Partner Survey

Level 3 knows that a successful partner relationship relies heavily on communication and feedback. With this in mind, we have developed the Voice of the Partner Survey to gather feedback on your overall satisfaction of the Business Partner Program and key program elements. We highly value your thoughts and opinions on improving the Level 3 Business Partner Program and will update our Partners on areas in which we are excelling, the areas that need improvement, and our plan to address them. Your feedback will help us prioritize our investments and areas of focus.

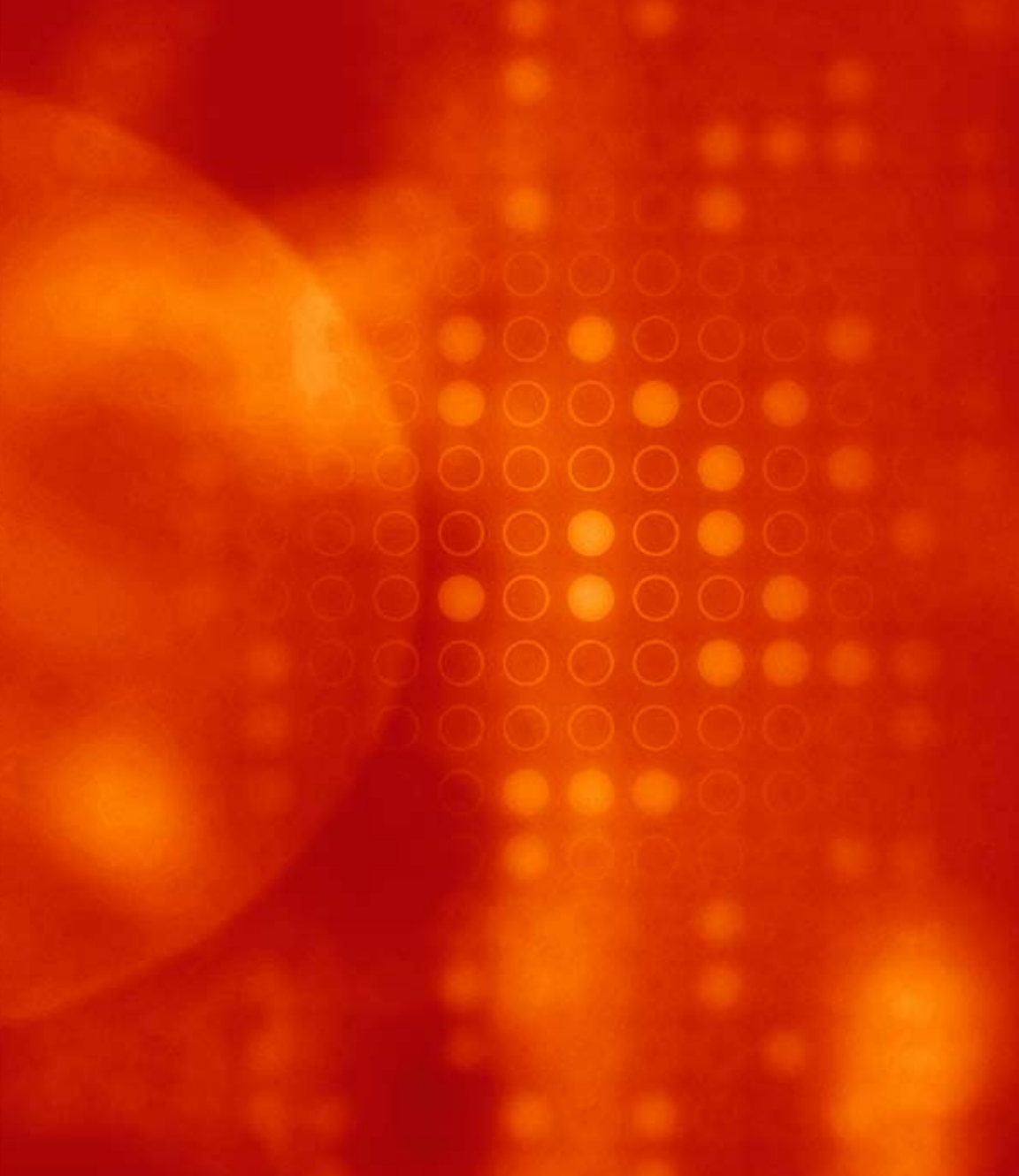
Every quarter, Level 3 will gather feedback directly from our Partners and publish our ratings on the following areas:

- Partner Program Elements
- Partner Program Support Personnel
- Ease of Doing Business Criteria
- Services



Please visit the Business Partner Portal at <https://businessportal.portallogin.net> for a list of Business Partner Program contacts or contact us at BPP@Level3.com.

Business Partner Program Contacts



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COMMUNICATIONS Partner Program

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