

Thanks for choosing Birch

Explanation of Terms

LAN – Local Area Network

A LAN is a network of computers, and related equipment, that are linked within a company and allow information, databases, programs and/or printers to be shared within a defined location.

LAN Vendors

LAN vendors sell and install computer equipment to create a LAN for your business. LAN vendors are listed in your Yellow Pages under Computer Consultants, Computer Services or Computer Networking.

Phone Vendors

Phone vendors sell and maintain telephone handsets and other equipment in your office. If you don't have a current vendor, look for a brand name on your equipment and locate a supplier handling that brand in your phone book. Helpful Yellow Page listings are Telephone Equipment & Systems Dealers and Telephone Equipment & Systems Repair & Service.

Email Hosting

Email resides on a server. You can either purchase and manage your own server or buy a "hosting" service from a provider, like Birch, that will maintain the server for you. Birch provides email hosting free of charge with its data services.

IP Addresses

IP (Internet Protocol) addresses are very similar to your telephone numbers. They are a series of numbers that register your business on the Web. Birch recommends you use one public IP, then assign each user a private IP that you manage so it's not visible to hackers outside your company.

IP Scheme

Your IP scheme includes the information required to configure your service, including the range of IP addresses you need and how many public versus private IPs you intend to utilize.

NAT – Network Address Translation

NAT (Network Address Translation) lets your router "mask" many workstations or servers behind one public IP address. You can assign private IPs to workstations, servers or anything else you don't want other people on the Internet to have access to.

DID – Direct Inward Dialing

A DID is a telephone number that can be dialed to reach a specific telephone without going through a manned switchboard.

Local Loop

Local loop refers to the wire that runs from the customer premise to a central office in the local telephone network.

Pricing

Inside Wire Installation Pricing

Up to 90 minutes – free of charge

After 90 minutes, Time and Materials pricing is applied

Up to 100 ft. of material – free of charge

After 100 ft., materials are charged

Jack Pricing

\$90 for the first jack (includes up to 90 minutes of labor per jack)

\$60 for each additional jack or existing jack rewire (includes up to 90 minutes of labor per jack)

After 90 minutes, Time and Materials Pricing is applied.

Time & Materials Pricing

Birch technician hourly rate – \$90.00 (one hour minimum charge)

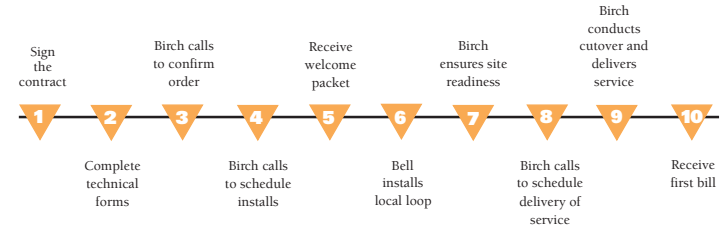
After the first hour – \$22.50 for each additional 15 minutes

- RJ11 Surface or Flush Mount Jack – \$6.00
- CAT 5 Surface or Flush Mount Jack – \$9.50
- 4 pair CAT 3 Plenum wire – \$.11/foot
- 4 pair CAT 5 Plenum wire – \$.22/foot

Miscellaneous parts charges may apply.

Now that you've signed a contract, it's time to set up your service so you can start saving money with Birch. Keep in mind that the entire installation process will take 30 to 60 days, depending on the services ordered and your specific situation.

This document outlines the steps that occur in the installation process. We'll refer to this timeline often, so have it handy for future reference. Please keep in mind that while Birch handles the vast majority of tasks, there are a few actions we'll need you to take.



a different kind of phone company



Here's what happens next

	1	2	3	4	5	6	7	8	9	10
	Sign the contract	Complete technical forms	Birch calls to confirm order	Birch calls to schedule installs	Receive welcome packet	Bell installs local loop	Birch ensures site readiness	Birch calls to schedule delivery of service	Birch conducts cutover and delivers service	Receive first bill
WHO	You Birch Account Executive	You or your phone/ LAN vendor Birch Sales Engineer	You Birch Service Coordinator (SC)	You Birch Service Coordinator	You Your Mailbox	Bell Technician	Birch Technician	You Birch Service Coordinator	Observe workstation configurations	You
WHAT WE DO	Confirm services to order Explain what to expect on your first bill Review this timeline	Reconfirm service order and gather set-up information Review physical requirements of office to ensure adequate space, power supply, etc.	Introduce SC as your single point of contact throughout installation Verify accuracy and update you on order status Explain the installation process in detail	Confirm date for Bell to install local loop Schedule make-ready appointment for Birch technician Confirm that delivery requirements have been met	Provide user guides and customer service numbers	Bell delivers the local loop to your location per Birch's service order	Test loop provided by Bell Install and test Birch equipment (<i>as applicable</i>)	Schedule appointment for Birch technician to deliver service and configure workstations for data services	Perform cutover and deliver service to customer location Configure up to two workstations when data is ordered Provide customer with IP addresses, and relevant info	Mail bill and explanation of charges
WHAT YOU DO	Determine your need to involve a LAN or phone vendor to help us set up your service	You or your LAN/ phone vendor confirms your network configuration, IP scheme, email hosting arrangement, the number of DIDs required and/or your hunt groups	Confirm your order Ask any questions you might have	Ensure that someone will be on-site to provide access to your office	Keep the user guides handy for future reference	Provide the Bell technician with access to your office	Provide the Birch technician with access to your office Refer to the back of this piece for pricing information	Confirm appointment with your LAN/ phone vendor	Observe the workstation configuration process	Review your first invoice to ensure correct billing Remember that the bill will have both a prorated and full month charge

