



## *Selling to Regional Bell Operating Companies*

**A** new publication titled *A Guide on How to Do Business with Regional Bell Operating Companies in the US* has been prepared to help Canadian suppliers of telecommunications equipment develop their approaches to doing business with the Regional Bell Operating Companies (RBOCs) in the United States. Companies can sell directly to the RBOCs for their own internal use or through the RBOCs' resell or co-marketing programs. The guide addresses both avenues of doing business. It has been written in a procedural (how-to) fashion to help guide a Canadian company through the purchasing mazes of the RBOCs.

The guide's "Introduction" gives an

overview of the RBOCs, describes the RBOC buying environment, provides a list of do's and don'ts on dealing with RBOCs, and gives short-cuts and other know-how information.

This is followed by a section which describes each of the seven RBOCs and Bellcore (which is owned and funded by the RBOCs and conducts projects on research and development, technology and product evaluations, standards, market research and marketing), and identifies specific programs and potential initial contacts. Names, addresses, telephone and fax numbers are included for primary contacts.

The third section of the guide identifies the four types of third-party

resource organizations available to manufacturers that may wish to do business with an RBOC; these four resource groups are regional marketing organizations, consultants, manufacturers representatives and distributors.

The final section points out that selling to an RBOC is likely to require a long lead time and consistent effort throughout the selling period to gain their trust. This section provides tips on how to build and maintain a positive business relation with an RBOC.

The guide is now available from Industry Canada's International Telecommunications Division (see Contacts box).

## **Mongolian Telecommunications Due for Digital**

**W**ith 97 000 lines (or approximately 4.5 lines per 100 people), and no manual (i.e. all automatic, albeit analogue, crossbar) switching equipment, Mongolia has had a telecommunications base quite superior to some of its Asian neighbours. However, this infrastructure is now obsolete, decaying, and needs to be digitalized. The 3 900 km of microwave, linking many of the provinces as well as linking Mongolia with Russia through Kazakhstan, is unreliable and of poor quality. Similarly, the 30 000 km of open wire trunk lines provide poor quality connections and are subject to snow and wind damage. Four of Mongolia's 18 provinces are not connected to the national network.

Mongolia's capital, Ulaanbaatar (Ulan Bator) is better served with a new 27 000 line E10 exchange provided by Alcatel, to which 13 000 lines will be added in the near future.

Mongolia is in the process of restructuring its telecommunications industry, with the government spinning off several state-owned corporations, some of which are to be privatized over the next few years. The Mongolian Telecom Company (MTC) has taken over responsibility for telecommunications operations and radio and television broadcasting. MTC has been assured a monopoly in fixed-wire voice communications, both local and long distance, until 1996. Paging and cellular operations may be opened to competition – a decision will be made before a call for

tender to establish these systems is issued. Competition in value-added services, manufacture and provision of terminal equipment, equipment maintenance and training for MTC staff is now permitted.

The Mongolian Data Communications Systems Company or Datacom Co. Ltd., formed in October 1993, is responsible for data communications. Growing out of a research institute that was privatized in September 1993, and with 50 employees and 10 owners, the company is open to foreign participation.

Until recently, all of Mongolia's international telecommunications were routed through the former Soviet

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