

**BEFORE THE WASHINGTON STATE  
UTILITIES AND TRANSPORTATION COMMISSION**

**In the Matter of the Petition of Qwest  
Corporation to Initiate a Mass-Market  
Switching and Dedicated Transport Case  
Pursuant to the Triennial Review Order**

**Docket No. UT-033044**

**REBUTTAL TESTIMONY**

**OF**

**MICHAEL R. BARANOWSKI**

**ON BEHALF OF**

**AT&T COMMUNICATIONS OF THE PACIFIC NORTHWEST, INC.,  
AT&T LOCAL SERVICES ON BEHALF OF TCG SEATTLE, AND TCG  
OREGON  
(COLLECTIVELY "AT&T")**

**BUSINESS CASE**

**FEBRUARY 20, 2004**

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1 I. INTRODUCTION OF WITNESS

2 Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.

3 A. My name is Michael R. Baranowski. My business address is 1201 I Street, NW,  
4 Suite 400, Washington, D.C. 20005.

5 Q. ARE YOU THE SAME MICHAEL R. BARANOWSKI WHO  
6 PREVIOUSLY FILED DIRECT AND RESPONSE TESTIMONY IN THIS  
7 PROCEEDING?

8 A. Yes. My direct testimony introduced the AT&T Business Case Analysis Tool  
9 (“BCAT”). My response testimony addressed the flaws in Qwest’s business case  
10 analysis referred to as the CLEC Profitability Model (“CPRO”).

11 II. PURPOSE AND SCOPE OF TESTIMONY

12 Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?

13 A. The purpose of my Rebuttal Testimony is to respond to the criticisms of the  
14 BCAT raised in the Response Testimony of Qwest witnesses Peter B. Copeland  
15 and Richard J. Buckley, Jr.<sup>1</sup> My testimony addresses each of the criticisms raised  
16 by Messers. Copeland and Buckley as they relate to the BCAT and demonstrates  
17 that each echoes Qwest’s distorted view of effortless CLEC entry to serve only  
18 the cream of the mass-market crop in Washington and attain lofty profits with no  
19 erosion in price. If Messers. Copeland and Buckley’s views on CLEC entry were

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<sup>1</sup> See *Response Testimony of Peter B. Copeland on Behalf of Qwest Corporation*, In the Matter of the Petition of Qwest Corporation to Initiate a Mass-Market Switching and Dedicated Transport Case Pursuant to the Triennial Review Order, Before the Washington Utilities and Transportation Commission, Docket No. UT-033044, February 2, 2004 and *Response Testimony of Richard J. Buckley, Jr. on Behalf of Qwest Corporation*, In the Matter of the Petition of Qwest Corporation to Initiate a Mass-Market Switching and Dedicated Transport Case Pursuant to the Triennial Review Order, Before the Washington Utilities and Transportation Commission, Docket No. UT-033044, February 2, 2004.

1 indeed accurate, facilities based CLECs would be rushing to enter using only

2 UNE-L. This obviously is not the case.

3 **Q. PLEASE SUMMARIZE THE TESTIMONY OF MR. COPELAND AS IT**  
4 **RELATES TO THE BCAT.**

5 A. Mr. Copeland raises three specific issues related to the inputs and documentation  
6 of the BCAT. First, he argues that the revenue inputs to the BCAT do not reflect  
7 the “prevailing” prices of today and are thus in violation of the FCC’s directives.  
8 Second, he alleges that certain of the BCAT inputs, particularly those relating to  
9 customer churn and customer acquisition costs, are unsupported. Third, he argues  
10 that certain of the BCAT inputs are not internally consistent, asserting that costs  
11 should be somehow synchronized with revenues.

12 **Q. PLEASE SUMMARIZE THE TESTIMONY OF MR. BUCKLEY AS IT**  
13 **RELATES TO THE BCAT.**

14 A. Mr. Buckley comes at the BCAT from a different angle. First, he criticizes the  
15 BCAT results as too pessimistic because, under a sensitivity analysis he has run,  
16 the BCAT would show that an efficient CLEC would not be profitable under  
17 UNE-P. Mr. Buckley next compares certain of the key inputs and assumptions  
18 between the BCAT and the CPRO and asserts that the financial construct of the  
19 two models are fundamentally different. Mr. Buckley next identifies a number of  
20 minor errors in the DS0 and BCAT analyses and then restates the BCAT result by  
21 changing a number of the key inputs to those used by the CPRO.

1 **Q. PLEASE SUMMARIZE YOUR TESTIMONY.**

2 A. In my testimony I explain that the BCAT is consistent with the business case  
3 analysis required by the TRO and that the results it produces are in line with those  
4 that would be experienced by an efficient CLEC today entering the Washington  
5 market as a facilities based competitor to serve mass market customers via UNE-  
6 P. I address the issues raised by both Messrs. Copeland and Buckley as they  
7 relate to the efficient CLEC that is modeled within the BCAT, the structure of the  
8 BCAT analysis, and certain of the inputs and other assumptions within the model  
9 and explain why Qwest is wrong. I also address the technical errors raised by  
10 Qwest and explain that most of what Qwest identifies as errors are not errors but  
11 rather inputs or assumptions that are different than what Qwest believes they  
12 should be. Finally I rerun the BCAT to correct three errors identified by Qwest  
13 and demonstrate that an efficient CLEC cannot profitably enter the Washington  
14 mass market as a facilities based provider using UNE-L.

15 **Q. WHAT ARE THE CONCEPTUAL UNDERPINNINGS OF THE BCAT?**

16 A. The efficient CLEC envisioned by the BCAT is a CLEC in existence today that  
17 serves the enterprise market via collocation and its own backbone backhaul  
18 network to transmit the customer signals from the collocation facilities to its  
19 owned switches. The BCAT assumes this CLEC will expand its facilities to reach  
20 the mass market customer base within each market. Specifically, to serve mass  
21 market customers from its existing collocation facilities, the efficient CLEC will  
22 incrementally add equipment as its mass market customer base expands. For

1 those wire centers within the market that are not on the backbone node ring, the  
2 BCAT develops the cost for new collocation facilities and equipment, and  
3 assumes that transport to transmit the signals back to the node ring will be  
4 provisioned via special access leased from the ILEC. Similar assumptions are  
5 made regarding transport, where only the incremental costs associated with  
6 serving the mass market are included.

7 The BCAT defines the market to be served in the broadest practical context in  
8 order to maximize economies of scale and minimize costs per line. For  
9 Washington, the BCAT defines the market as the LATA. Because the efficient  
10 CLEC benefits from economies of scale, it does not discriminate in determining  
11 the customers it will serve. As such, revenues assumed within the BCAT are  
12 based on the average revenues paid by customers today within each market as  
13 derived from existing tariffs and data gathered from TNS, less a 10 percent  
14 adjustment to reflect the benefits of increased competition. In addition to basic  
15 services, revenues include those available from the provision of long distance  
16 services and other features. Beyond the base year, revenues are assumed to  
17 decline further due to the effects of competition. The rate of decline is based on  
18 historic observations from various publicly available sources.

19 The BCAT includes costs from a variety of sources. Backhaul and customer  
20 transition costs are developed in the DS0 tools and fed to the BCAT. Loop costs  
21 are based on UNE-L rates in effect today, while customer acquisition costs and

1 certain other operating expenses are derived from publicly available sources,  
2 including ARMIS. It is assumed that the efficient CLEC does not own the long  
3 haul backbone network but, instead, purchases long haul capacity at wholesale  
4 rates.

5 In addition, the efficient CLEC modeled by the BCAT is assumed to experience  
6 customer churn comparable to that experienced by CLEC's serving customers  
7 today. Also, the customer acquisition costs used are consistent with the level of  
8 revenues that are assumed.

9 Overall, the BCAT is designed to paint a realistic picture of the experience of an  
10 efficient CLEC serving the mass market.

11 **Q. IS THE CLEC MODELED BY THE BCAT CONSISTENT WITH THAT**  
12 **ENVISIONED BY THE FCC IN THE TRO?**

13 A. Yes. The TRO requires an analysis of the most efficient business model for  
14 entry.<sup>2</sup> The efficient CLEC analyzed within the DS0 Tools and the BCAT meets  
15 that criteria. By assuming that the efficient CLEC will be able to expand the  
16 capacity of an already robust and efficient backhaul network built to serve  
17 enterprise customers, it can efficiently extend its service to reach the mass market.

18 **Q. ARE THERE PHILOSOPHICAL DIFFERENCES IN THE TYPE OF**  
19 **EFFICIENT CLEC THAT IS MODELED BY THE BCAT AND QWEST'S**  
20 **CPRO?**

21 A. Yes there are. The Qwest CPRO attempts to model a start-up CLEC that will  
22 target and obtain only the most profitable customers in small segments of the

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<sup>2</sup> TRO ¶517 and TRO FN 1579

1 Washington market. As a start-up, the CPRO CLEC is not assumed to have an  
2 existing enterprise customer base or to own its own transport backhaul network.  
3 Rather the CPRO CLEC will provision backhaul by leasing transport facilities at  
4 UNE rates.

5 **COPELAND**

6 **Q. MR. COPELAND ASSERTS THAT THE BCAT IS A CURSORY**  
7 **ANALYSIS THAT DOES LITTLE MORE THAN IDENTIFY A HANDFUL**  
8 **OF COSTS. DO YOU AGREE?**

9 A. Not at all. In fact, the BCAT and the CPRO sponsored by Mr. Copeland evaluate  
10 basically the same types of cost and revenue inputs, although the CPRO does so  
11 over an unrealistically long time period. The difference, as demonstrated in my  
12 Response Testimony, is the level of the inputs. Once correct inputs are placed  
13 into the CPRO, it produces results comparable to those generated by the BCAT.

14 **Q. BOTH MESSRS. COPELAND AND BUCKLEY CLAIM THAT THE**  
15 **BCAT IS INVALID BECAUSE IT DOES NOT EMPLOY A**  
16 **TRADITIONAL DISCOUNTED CASH FLOW ANALYSIS. DO YOU**  
17 **AGREE?**

18 A. No. Both Messrs. Copeland and Buckley complain that the BCAT does not meet  
19 the criteria of the business case analysis required by the FCC. However, the FCC  
20 does not dictate a template or preferred format for the business case. The  
21 approach used by the BCAT is to consider all of the revenues and costs that  
22 would be incurred by the efficient CLEC over a ten year analysis period and  
23 develop an average or levelized profit or loss per line over that period. This



1 approach is generally consistent with the FCC's Synthesis Model which it  
2 developed to determine Universal Service Funding requirements.

3 The CPRO takes a different approach and develops a set of standard financial  
4 reporting schedules including an income statement, balance sheet and cash flow  
5 analysis. The CPRO then discounts the resultant cash flows to determine their net  
6 present value. Although there are some philosophical differences between the  
7 two models, including the appropriate timeframe over which to conduct the  
8 business case analysis, the models conceptually evaluate a comparable set of  
9 inputs.

10 **Q. QWEST'S WITNESSES SUGGEST THAT THE LEVELIZING THAT**  
11 **OCCURS WITHIN THE BCAT IS A DELIBERATE ATTEMPT BY AT&T**  
12 **TO OBSCURE THE YEAR-TO-YEAR BCAT RESULTS. DO YOU**  
13 **AGREE?**

14 A. This contention by Qwest is puzzling to me. The BCAT presents its results as the  
15 levelized profit or loss per line over the ten year analysis period while the CPRO  
16 displays its results as the cumulative net present value of the cash flows over its  
17 25-year analysis period. Both models include revenue and cost information by  
18 year and it is a straightforward exercise to modify slightly the BCAT algorithms  
19 to produce results by year. In fact, Qwest is aware of this ability within the  
20 BCAT because Mr. Copeland includes (at page 24) a table in his testimony  
21 comparing annual revenues per line assumed by each model. Overall, the  
22 respective models contain the comparable levels of underlying detail, but display

1 results differently. The real differences relate to the assumptions regarding the  
2 structure of the modeled CLEC, the time frame and the inputs.

3 **Q. CAN THE RESULTS BCAT RESULTS BE DISPLAYED ON AN ANNUAL**  
4 **BASIS?**

5 A. Yes. **Exhibit MRB-5** to my testimony summarizes the BCAT results annually  
6 both on a per line basis and in aggregate.

7 **Q. DOES MR. COPELAND AGREE WITH THE REVENUE ASSUMPTIONS**  
8 **REFLECTED IN THE BCAT?**

9 A. No. Mr. Copeland has three criticisms of the revenues in the BCAT. First, he  
10 argues that the starting revenue assumptions for the business case analysis should  
11 ignore both historical trends and the impacts of competition and technological  
12 improvements and be the same as those in effect today. Second, he believes that  
13 the mass-market to be served by the efficient CLEC would only include high  
14 margin residential and business customers so that the profile of the average Qwest  
15 customer is irrelevant. Third, Mr. Copeland argues that revenues should not  
16 reflect any downward trend reflecting the pressures from increased competition  
17 going forward.

18 **Q. DO YOU AGREE THAT STARTING REVENUES FOR THE BUSINESS**  
19 **CASE SHOULD BE BASED ON CURRENT PRICES?**

20 A. No. The FCC throughout the TRO explains that the business case analysis should  
21 consider the potential revenues available to an efficient entrant. While Mr.  
22 Copeland cites a footnote to the TRO characterizing prices and revenues  
23 prevailing at the time of the analysis as being reasonable proxies, other statements

1 within the TRO indicate the opposite. For example, TRO ¶518 seeks input  
2 regarding universal service payments and implicit support flows “*recognizing*  
3 *that rates are likely to change over time in response to competition.*”

4 Thus, prevailing prices are only relevant in the absence of reasonable observations  
5 of the actual effects of competitive entry. The base year revenues in the BCAT  
6 reflect a 10 percent reduction from the rates currently in effect in Washington  
7 today. This reduction is based on the fact that entrants into the Washington mass  
8 market have already reduced prices below the Qwest prevailing rates and that this  
9 trend is likely to continue. As discussed in more detail below, Qwest and other  
10 CLEC’s recognize and have factored into their financial forecasts price declines  
11 from competitive pressures.

12 **Q. DO YOU AGREE WITH MR. COPELAND THAT THE BCAT**  
13 **REVENUES SHOULD BE BASED ONLY ON THE HIGHEST MARGIN**  
14 **CUSTOMERS AND NOT BE REFLECTIVE OF THE AVERAGE**  
15 **REVENUES AVAILABLE FROM MASS-MARKET CUSTOMERS?**

16 A. No. The FCC is consistent throughout the TRO in explaining that the evaluation  
17 of the potential for economic entry should be based on the likely revenues an  
18 entrant would obtain, not the highest revenues. In order to benefit from the  
19 economies of scale available in serving mass market customers across an entire  
20 LATA, the efficient CLEC cannot be selective in determining the customers it  
21 will or will not serve. As such, while there should be no dispute that CLECs may  
22 target the high end customers, the reality is they will serve all aspects of the mass-  
23 market.

1 **Q. MR. COPELAND ARGUES THAT IT IS WRONG TO ASSUME**  
2 **AVERAGE REVENUES WILL DECLINE AS A RESULT OF**  
3 **COMPETITION IN THE FUTURE. DO YOU AGREE?**

4 A. No. It is unrealistic to assume that future prices for local telephone service will  
5 not decline in the future as a direct result of competition. One need only to  
6 review the published materials of those CLECs currently providing service in  
7 Washington to realize that price is the primary marketing vehicle. The BCAT  
8 models entry by only one efficient CLEC into the Washington market. As  
9 multiple CLECs enter, there will be more pressure to garner additional market  
10 share to defray the substantial cost of provisioning backhaul and switching,  
11 resulting in even more competitive pricing.

12 **Q. DOES QWEST, IN ITS PUBLIC FILINGS, ACKNOWLEDGE THAT**  
13 **PRICES ARE LIKELY TO DECLINE FROM CURRENT LEVELS AS A**  
14 **DIRECT RESULT OF COMPETITION?**

15 A. Yes. In its 2002 10-K, which was filed by Qwest on January 13, 2004, Qwest  
16 admits that it has begun to experience and expect increased competitive pressure  
17 from telecommunications providers either emerging from bankruptcy protection  
18 or reorganizing their capital structure to more effectively compete. As a result of  
19 these pressures, Qwest has been and may continue to be forced to respond with  
20 less profitable product offerings and pricing plans to retain and attract customers.<sup>3</sup>  
21 In that same report, Qwest explains that in both 2000 and 2001, it was forced to  
22 reduce rates to business customers to remain competitive.<sup>4</sup> Such actions are likely

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<sup>3</sup> Qwest Form 10-K, Filed: January 13, 2004 (period: December 31, 2002), page 25.

<sup>4</sup> *Id.* at 28.

1 to continue as competition increases. A copy of the relevant excerpts from  
2 Qwest's 10-K is included as **Exhibit MRB-6**.

3 **Q. DO YOU HAVE INFORMATION FROM THE CLEC'S RELATING TO**  
4 **THEIR PRICING POLICIES?**

5 A. Yes. In its 2002 10-K, Allegiance Telecom, Inc. explains that it competes  
6 principally with existing incumbent carriers in its targeted markets, including  
7 BellSouth, SBC, Verizon and Qwest, and typically prices its basic local services  
8 at a discount to the ILEC's prices for comparable services.<sup>5</sup> Similarly, XO  
9 Communications explains that it offers a variety of voice applications and  
10 services, generally to businesses at prices significantly lower than for comparable  
11 local services from the incumbent carrier.<sup>6</sup> McLeodUSA explains that it  
12 competes with local telephone companies including Qwest, SBC, BellSouth and  
13 Verizon and that as these firms and others like them enter the markets where  
14 McLeod has focused its sales efforts, downward pressures on prices for services  
15 may occur, negatively affecting its returns.<sup>7</sup> Copies of the relevant excerpts from  
16 the Allegiance, XO and McLeod 10-Ks are included as **Exhibit MRB-9**.

17 **Q. MR. COPELAND ASSERTS THAT EVEN IF SOME PRICES FOR**  
18 **SERVICES DECLINE, REVENUE PER LINE WILL REMAIN**  
19 **UNCHANGED BECAUSE OF THE CREATION OF NEW SERVICES**  
20 **AND REVENUE OPPORTUNITIES. DO YOU AGREE?**

21 A. No. Mr. Copeland's theory fails to consider that before an efficient CLEC can tap  
22 into revenues generated by the creation and adoption of new services and revenue

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<sup>5</sup> Allegiance Telecom, Inc., Form 10-K For the Fiscal Year Ended December 31, 2002, page 14.

<sup>6</sup> XO Communications, Inc., Form 10-K, For the Fiscal Year Ended December 31, 2002, page 6.

<sup>7</sup> McLeodUSA Annual Report & Form 10-K/A, Year 2002, page 24.

1 opportunities, investments are required to obtain the equipment and other assets  
2 required to provision these new services. Neither the BCAT nor the CPRO  
3 provide for this additional investment. It would therefore be inappropriate to  
4 count these speculative revenues.

5 **Q. MR. COPELAND FAULTS YOU FOR FAILING TO CHANGE COSTS OR**  
6 **MODIFY MARKET DEMAND TO BE CONSISTENT WITH THE**  
7 **ANTICIPATED FUTURE DECLINE IN REVENUES. IS HE CORRECT?**

8 A. No. Mr. Copeland's statement ignores the fact that the forecasted price declines  
9 are a function of increased competition in the local market and are not related to  
10 the costs of the efficient CLEC. Costs are based on the actual expenditures as  
11 reported in publicly available data including ARMIS. These costs are not likely  
12 to be impacted by the competitive forces that will drive revenues down. If  
13 anything, costs will likely increase in the future due the effects of inflation, which  
14 the BCAT conservatively does not consider.

15 **Q. MR. COPELAND CLAIMS THAT A CLEC SHOULD BE ABLE TO**  
16 **REDUCE ITS CUSTOMER ACQUISITION COSTS WHEN IT IS**  
17 **MERELY MAINTAINING MARKET SHARE. DO YOU AGREE?**

18 A. In the context of total customer acquisition costs, I agree. However, I do not agree  
19 with respect to acquisition costs per customer.

20 The Qwest CPRO model assumes that customer acquisition cost per customer  
21 will decrease by 25 percent after year five when the target market share has been  
22 achieved. Qwest has not provided any documentation, nor is there any reason to  
23 expect the average acquisition cost per customer will decline. The effort required  
24 to obtain a new customer will not change simply because the target market share

1 has been achieved. In fact, there is ample reason to expect that as competition  
2 increases, customer acquisition costs will increase as incentive plans become  
3 more attractive.

4 Again, it is important to distinguish total customer acquisition costs. Because the  
5 volume of new customers acquired annually will drop dramatically once the target  
6 market share has been achieved, the BCAT recognizes that overall annual  
7 customer acquisition costs will experience a corresponding drop.

8 **Q. ARE THE BCAT CUSTOMER ACQUISITION COSTS SUPPORTED?**

9 A. Yes. Contrary to Mr. Copeland's assertion that the BCAT customer acquisition  
10 costs are unsupported, AT&T has produced in discovery the source of those costs.  
11 They are developed from a Bank of America Securities report entitled Research  
12 Brief – Wireline Telecommunications and an AT&T report entitled A Case for  
13 Consumer Services.

14 **BUCKLEY**

15 **Q. MR. BUCKLEY CONTENDS THAT THE BCAT SHOWS AN EFFICIENT**  
16 **CLEC WOULD LOSE MONEY PROVISIONING UNE-P AND**  
17 **CONCLUDES THE BCAT FAILS WHAT HE CALLS A SANITY TEST.**  
18 **PLEASE COMMENT.**

19 A. Trying to apply BCAT to UNE-P is irrelevant to this proceeding. BCAT analysis  
20 does not replicate UNE-P entry except in "ad hoc" way. Model was designed to  
21 produce UNE-L profitability and simply backing out the DS0 Impairment costs,  
22 while it may provide a rough proxy for what UNE-P entry case might look like,  
23 does not capture all aspects of UNE-P. As such, this sort of "back of the

1 envelope" adjustment to a complex model is not appropriate and a critique of the  
2 model on this basis is not relevant.

3 Qwest's assertion is a distraction meant to divert the Commission from the issue  
4 of whether UNE-L is profitable. It cannot be the case that properly priced UNE-P  
5 entry is unprofitable in a LATA -- that is UNE-P priced at appropriately measured  
6 TELRIC levels -- because if that were the case, even Qwest would not be  
7 sustainable as a viable business.

8 **Q. MR. BUCKLEY ARGUES THAT DEPRECIATION IS IMPROPERLY**  
9 **REFLECTED IN THE BCAT. PLEASE COMMENT.**

10 A. The BCAT and CPRO both reflect some measure of depreciation but just because  
11 they treat depreciation differently, it does not mean that either presentation is  
12 wrong. In building its report of annual cash flows, the CPRO computes earnings  
13 before depreciation, interest and taxes ("EBITDA") and then deducts interest and  
14 depreciation to determine taxable income. The CPRO then computes annual  
15 income tax liability and then net income. Mr. Buckley argues that these steps are  
16 needed to recognize that the start-up CLEC modeled by Qwest will not have any  
17 income in the early years of operation and will thus have no income tax liability.

18 The BCAT handles depreciation differently. In a manner that is consistent with  
19 the approach taken by the FCC's Synthesis Model, both the BCAT and the DS0  
20 tools use annual cost factors to convert investments to the annual cash flow that  
21 would be required to recover the return of investment (i.e., depreciation) and  
22 return on investment plus an allowance for taxes and annual operating expenses.



1           These annual recovery requirements are then compared with anticipated revenues  
2           to determine if sufficient revenues are available to cover costs.

3   **Q.   MR. BUCKLEY ASSERTS THAT THE TWO SWITCH ASSUMPTION IS**  
4   **SIMPLY A MEANS TO INFLATE COSTS. DO YOU AGREE?**

5   A.   No, I do not. The business case assumes that the network is deployed to serve  
6           enterprise customers. The demand, therefore, is sized to address the enterprise and  
7           the incremental demand of the mass market, not just the mass market. In addition,  
8           two switches addresses the single point of failure concern.

9   **Q.   MR. BUCKLEY IDENTIFIES FOUR CORRECTIONS HE CLAIMS NEED**  
10 **TO BE MADE TO THE BCAT ALGORITHMS. HAVE YOU REVIEWED**  
11 **THESE AND DO YOU AGREE WITH HIS ASSESSMENT?**

12 A.   I have reviewed the four algorithm corrections discussed by Mr. Buckley and  
13           agree that two of the corrections he identifies in this section of his testimony have  
14           merit.<sup>8</sup> These relate to the calculation of the churn amount that occurs in the  
15           handoff between the DS0 Tools and BCAT and the calculation of the land cost  
16           attributable to switches. As described below, I have rerun the BCAT correcting  
17           these two inadvertent errors. Of the other two, the problem with the application  
18           of the maintenance factors was corrected in a discovery response and is discussed  
19           in the rebuttal testimony of AT&T witness Doug Denney. Mr. Buckley's last  
20           correction is actually a change to the cost of acquiring small business customers  
21           and should be rejected.

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<sup>8</sup> Mr. Buckley also raises an issue regarding the application of the other tax factor in the DS0 Tools and the BCAT. The application of the other tax factor was also modified in my rerun of the BCAT. The issue is discussed in the testimony of Doug Denney.

1 **Q. PLEASE EXPLAIN WHY MR. BUCKLEY'S PROPOSED CHANGE TO**  
2 **THE ACQUISITION COST OF SMALL BUSINESS CUSTOMERS IS**  
3 **WRONG.**

4 A. The BCAT starts with a customer acquisition cost of \$125 per customer as  
5 reported in the Bank of America Securities report, and adjusts that number  
6 downward based on the average number of lines per residential customer. This  
7 yields an average customer acquisition cost of \$107.85 per line. That same figure  
8 is assumed by the BCAT to be reflective of the average acquisition cost per each  
9 business line.

10 Qwest's basic contention is that because the \$125 cost per customer acquisition is  
11 divided by the number of residential lines per location in the BCAT to determine  
12 the average customer acquisition cost per line, then the same \$125 cost should be  
13 divided by the average number of lines per business location to generate the  
14 equivalent figure for business. The implicit assumption underlying this proposed  
15 change is that the cost of customer acquisition is fixed regardless of the number  
16 of lines. Under Qwest's theory, the acquisition cost of a single line business  
17 customer would be the same as that for a 10 line customer. Such an approach is  
18 unrealistic and is indeed contrary to the customer acquisition cost in the CPRO,  
19 which applies the same customer acquisition cost per line to both business and  
20 residential customers.

1 **Q. PLEASE SUMMARIZE THE OTHER ADJUSTMENTS MADE BY MR.**  
2 **BUCKLEY TO THE BCAT.**

3 A. Mr. Buckley makes a total of eight other changes to the BCAT inputs and  
4 assumptions, the effect of which is to superimpose the assumptions of the CPRO  
5 on the BCAT. These are:

- 6 ○ Change the minimum number of switches in each market from two to one.
- 7 ○ Change the switch maintenance factor to 3.5% consistent with the CPRO.
- 8 ○ Change the other taxes factor applied to revenues to 0.95%.
- 9 ○ Change the other taxes factor applied to investments to 0.95%.
- 10 ○ Change the churn percentage to 3% consistent with the CPRO.
- 11 ○ Remove the forecasted decline in mass-market revenues consistent with  
12 the CPRO.
- 13 ○ Insert the bundled revenue prices used in the CPRO.
- 14 ○ Set the percentage of enterprise customers to zero for all zones, thereby  
15 increasing the number of small business lines assumed to be served by the  
16 BCAT.

17 **Q. ARE ANY OF THE CHANGES PROPOSED BY MR. BUCKLEY**  
18 **LEGITIMATE?**

19 A. No. Mr. Buckley is simply attempting to force the CPRO inputs onto the BCAT,  
20 producing results that are inconsistent with the FCC's stated business case  
21 requirements. The majority of these categories of proposed changes were  
22 addressed in the response testimony and will not be repeated here. Mr. Buckley's  
23 proposed change to the other tax factor is addressed in the Rebuttal testimony of

1 Doug Denney, which leaves only Mr. Buckley's proposed change to the switch  
2 maintenance factor.

3 **Q. DO YOU AGREE WITH MR. BUCKLEY'S CHANGE TO THE SWITCH**  
4 **MAINTENANCE FACTOR?**

5 A. No. The switch maintenance factor used in the BCAT is derived from the FCC's  
6 Synthesis Model and is fully consistent with the switching investment inputs used  
7 in that model. Mr. Buckley's has not demonstrated that his proposed lower  
8 switch maintenance factor is at all representative of the maintenance expense that  
9 would be incurred by an efficient CLEC entrant.

10 **Q. HAVE YOU RERUN THE BCAT ADDRESSING THE VALID ISSUES**  
11 **RAISED BY QWEST?**

12 A. Yes. As I explained in the summary above, I have made minor corrections to the  
13 BCAT to correct three of the errors identified by QWEST. Specifically, the  
14 application of the other tax factor was eliminated from the DS0 tools and the  
15 factor itself reduced to eliminate the potential for any double counts. I corrected  
16 the handoff from the DS0 tool to the BCAT to use the sum of the annual gross  
17 adds in years one through five and I corrected the slight overstatement in land  
18 investment identified by Mr. Buckley. After these corrections, the BCAT shows  
19 that an efficient CLEC serving the mass market in Washington will lose between  
20 \$155.01 and \$259.17 per line annually. A summary of my restated results is set  
21 forth in the table below. In addition, the BCAT Results and the BCAT Inputs  
22 document are **Exhibits MRB-7 and MRB-8**, respectively.

1  
2

Table 1  
 Summary of Restated BCAT Results

**Results Including Long Distance**

	LATA-672c	LATA-674	LATA-676
<b>Revenues</b>			
Basic	\$ 279.62	\$ 281.21	\$ 281.18
Access	\$ 9.22	\$ 9.31	\$ 9.31
Long Distance	\$ 61.01	\$ 61.72	\$ 61.70
Ancillary	\$ 4.85	\$ 4.98	\$ 4.98
Subtotal Revenues	\$ 354.70	\$ 357.22	\$ 357.17
<b>Costs</b>			
Access Payments	\$ 7.72	\$ 7.79	\$ 7.79
Settlement Payments	\$ 6.64	\$ 6.56	\$ 6.56
Back-haul and Hot-cut	\$ 103.47	\$ 117.05	\$ 163.83
Switching & Other Network Operating	\$ 64.74	\$ 34.10	\$ 51.36
POP-to-POP	\$ 4.46	\$ 4.49	\$ 4.49
UNE-L Loop	\$ 207.86	\$ 166.35	\$ 206.43
Customer Billing, Sales & Marketing and Care	\$ 175.96	\$ 175.88	\$ 175.88
Subtotal Costs	\$ 570.84	\$ 512.23	\$ 616.35
<b>Operating Margin</b>	<b>\$ (216.15)</b>	<b>\$ (155.01)</b>	<b>\$ (259.17)</b>

**Results Excluding Long Distance**

	LATA-672c	LATA-674	LATA-676
<b>Revenues</b>			
Basic	\$ 279.62	\$ 281.21	\$ 281.18
Access	\$ 17.24	\$ 17.41	\$ 17.41
Long Distance	\$ -	\$ -	\$ -
Ancillary	\$ 4.85	\$ 4.98	\$ 4.98
Subtotal Revenues	\$ 301.71	\$ 303.60	\$ 303.57
<b>Costs</b>			
Access Payments	\$ -	\$ -	\$ -
Settlement Payments	\$ -	\$ -	\$ -
Back-haul and Hot-cut	\$ 103.47	\$ 117.05	\$ 163.83
Switching & Other Network Operating	\$ 64.74	\$ 34.10	\$ 51.36
POP-to-POP	\$ -	\$ -	\$ -
UNE-L Loop	\$ 207.86	\$ 166.35	\$ 206.43
Customer Billing, Sales & Marketing and Care	\$ 170.01	\$ 169.88	\$ 169.88
Subtotal Costs	\$ 546.08	\$ 487.38	\$ 591.50
<b>Operating Margin</b>	<b>\$ (244.37)</b>	<b>\$ (183.78)</b>	<b>\$ (287.93)</b>

1   **Q.    DOES THIS CONCLUDE YOUR TESTIMONY?**

2   **A.    Yes it does.**