



- BellSouth E-Business Center Presentation -

FADE IN:

1. A SERIES OF SHOTS scenarios from the new technology: trading stocks over a pager, distance learning, e-mail from a Palm, medical imaging – and somebody seems to be using a Swatch pager. The music is enticing, medium tempo.

One thing's for sure about the new technology: It's here. It's now. And it's obsolete.

We talk about *The Next Great Thing*...as it's being replaced by *The Next Great Thing*.

Makes you wonder if necessity is still the mother of invention. Or perhaps is it **technology** itself that is mothering the new age; driving the new communications culture; producing the irresistible new prospects; and synergizing the marketplace as never before.

Perhaps the only real question left is, who can possibly manage it all?

2. SERIES OF SHOTS: The network of BellSouth: large trunk lines for the Backbone; the myriad of connections that makeup the Platform; computer shots of business solutions.

While other companies strive to define themselves in the e-economy, one has quietly leveraged its assets to become **the authentic** force in the digital age.

From the beginning, BellSouth knew what it took: build the most reliable network in the world. Build a managed backbone that can handle e-business of any dimension. Build a platform that will comfortably integrate emerging technologies into the infrastructure. And make workable business solutions its daily mantra.

3. CGI SERIES: Pullout from US to show the fiber network.

It begins with over 3 million route miles of fiber and ends up with over 19 million customers – people who know reliability when they see it and wouldn't have it any other way.

4.. The JD POWER & ASSOCIATES

It's no accident that J.D. Power and Associates has rated BellSouth number one in customer service an unprecedented *four years in a row*.

5. SERIES OF SHOTS: Mobile applications

And in the most crucial arena – wireless data – where mobile applications are at the forefront of the revolution, BellSouth is at the forefront of wireless solutions. It is this fact, and the strong network presence of BellSouth International in 17 countries that makes BellSouth the standard by which others are judged. In wireless and wireline. On the local level and in the broadening, global markets.

6. SERIES OF SHOTS: E-business Centers around country.

Today, as you sit in what is arguably the most advanced electronic data facility in the world, consider the advantages of migrating your critical e-business applications to the auspices of such a company. Consider the prospect of e-business with absolute reliability, bullet-proof security and custom scalability.

Where a new standard in strategic partnerships has emerged.

7. SUN HQ

Sun Microsystems, widely recognized as an industry leader and technology innovator;

8. IBM HQ

IBM, widely recognized as an industry leader and technology innovator;

9. ISS HQ.

ISS, a premier provider of internet security; and Predictive, an acknowledged innovator in design, consultation, integration and implementation services. If there is such a thing as a "dream team" in business, this is surely it.

10. PULL OUT FROM FRONT DOOR SHOWING E-BUSINESS CENTER LOGO

Consider your options carefully. Whether you are an evolving business or sophisticated enterprise; whether you serve e-business or are e-business, this is the nucleus of your new network: reliable, redundant and redoubtable. The BellSouth eBusiness Center. From the people who help you keep up – with the future.

FADE OUT