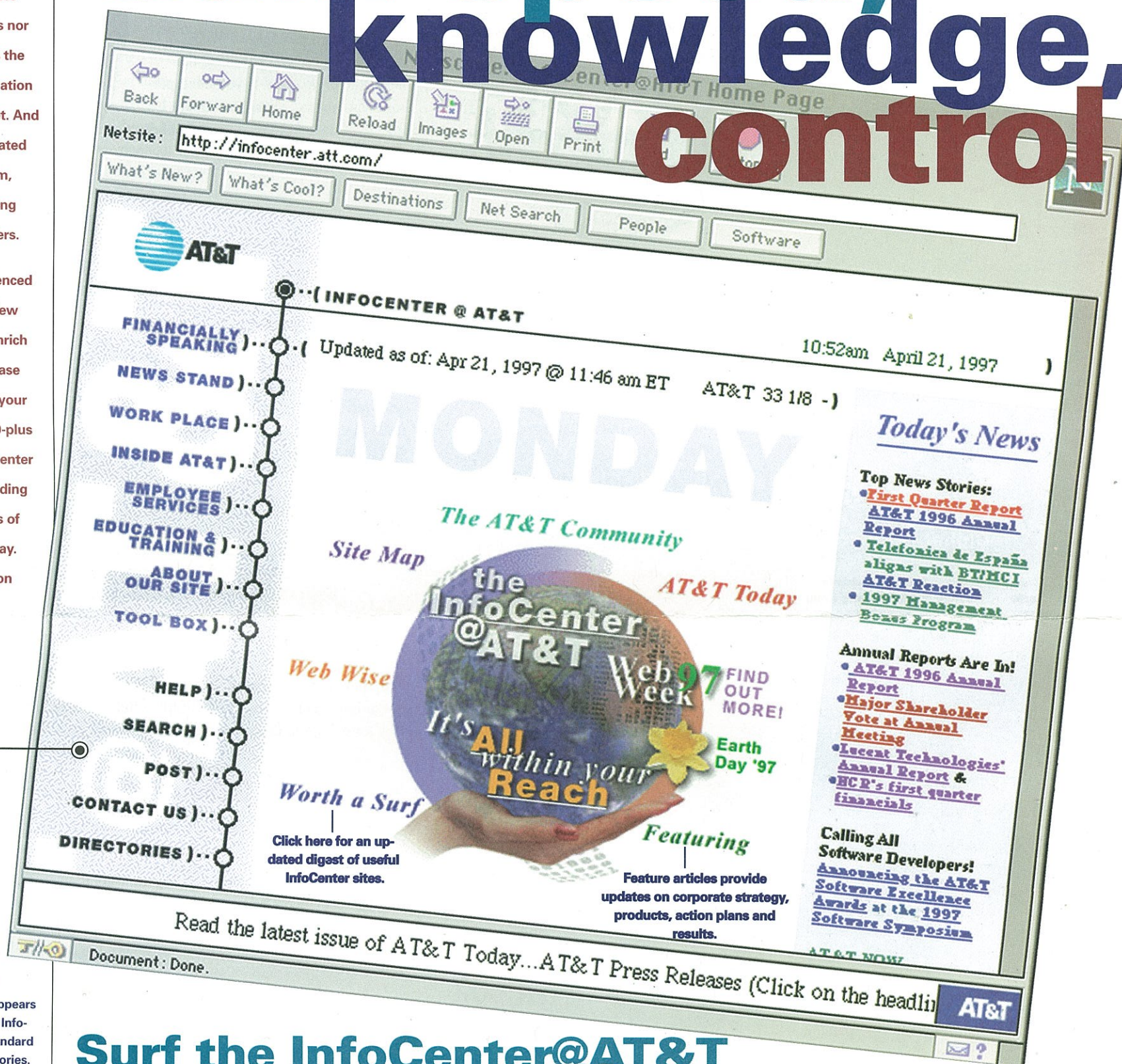# Gain speed, knowledge, control

AT&T's latest competitive weapon isn't an exciting advertising campaign, a new residential calling plan or a business service. Neither customers nor competitors will see it. It's the company's internal information superhighway, the intranet. And the InfoCenter@AT&T, located at http://infocenter.att.com, is the gateway to everything that this vast resource offers.

Whether you're an experienced Web surfer or a novice, a few clicks on InfoCenter will enrich your everyday work, increase your productivity and stir your creativity with links to 500-plus registered sites. The InfoCenter travelogue that you're holding details the results of hours of cruising this private freeway. The road beckons, so get on line and explore!

Netscape: InfoCenter@AT&T Home Page

Back · Forward · Home · Reload · Images · Open · Print

Netsite: http://infocenter.att.com/

What's New? · What's Cool? · Destinations · Net Search · People · Software

AT&T

··(INFOCENTER @ AT&T

FINANCIALLY SPEAKING)···
NEWS STAND)···
WORK PLACE)···
INSIDE AT&T)···
EMPLOYEE SERVICES)···
EDUCATION & TRAINING)···
ABOUT OUR SITE)···
TOOL BOX)···
HELP)···
SEARCH)···
POST)···
CONTACT US)···
DIRECTORIES)···

(Updated as of: Apr 21, 1997 @ 11:46 am ET

10:52am April 21, 1997)
AT&T 33 1/8 -)

MONDAY

The AT&T Community
Site Map
AT&T Today
the InfoCenter @AT&T Web Week 97 FIND OUT MORE!
Web Wise
It's All within your Reach
Earth Day '97
Worth a Surf
Click here for an updated digest of useful InfoCenter sites.
Featuring
Feature articles provide updates on corporate strategy, products, action plans and results.

Today's News

Top News Stories:
- First Quarter Report
- AT&T 1996 Annual Report
- Telefonica de España aligns with BT/MCI
- AT&T Reaction
- 1997 Management Bonus Program

Annual Reports Are In!
- AT&T 1996 Annual Report
- Major Shareholder Vote at Annual Meeting
- Lucent Technologies' Annual Report &
- HCR's first quarter financials

Calling All Software Developers!
Announcing the AT&T Software Excellence Awards at the 1997 Software Symposium

Read the latest issue of AT&T Today...AT&T Press Releases (Click on the headlin

Document: Done.

Surf the InfoCenter@AT&T

PAT RUSSO

If your desktop is hidden beneath stacks of reports, your e-mail folders are overflowing but you still can't find the data you need, InfoCenter can help you regain control. The technologies it uses – the same as those employed on the Internet's World Wide Web – put reams of company data on line. A "firewall," which acts like an electrified privacy fence, protects the sensitive information on our corporate intranet from unauthorized users on the public Internet.

InfoCenter's ability to deliver instant access to rich company resources can open new vistas for you, revealing sites for nearly every AT&T unit and quickly providing data to get work done more efficiently. You can view digital newsletters, read the latest on company products and services, and locate or submit electronic versions of many forms. With many groups posting project information on line, you might notice that both your desk and mailbox are becoming less cluttered.

Creating a paperless office isn't the major benefit of InfoCenter, however. Its strength is empowering you to slice through the corporate bureaucracy. Clicking your mouse on highlighted words, called hyperlinks, can display data stored halfway around the globe. According to AT&T's Information Technology Services (ITS) group, this capability is estimated to save AT&T people an average of four hours a week. Already, intranet-based applications supporting customer service, research and development, marketing and other processes are strengthening business capabilities at a grass-roots level.

The technology's ability to make information easy to access is getting positive reactions from people across the business. "I love using the intranet to look for information," says Mary Dennis, reports clerk-Consumer Markets Division in Portland, Ore. "I'm amazed that every time I take time to browse, I find something new and useful."

For Sheila Carney, national account manager-Business Markets Division in Chicago, InfoCenter is "a time saver and productivity enhancer. I can find data, and use it in customized PowerPoint slides for customer presentations," she says.

According to John Pasqua, technology vice president-ITS, these easy-to-use, inexpensive intranet technologies are employed in 22 percent of the Fortune 500 companies, with another 40 percent planning to implement them. Pasqua heads AT&T's Intranet Governance Board, a cross-company team charged with creating a world-class capability and guiding development of technology, content and related policies.

Last year, the team, which is composed of representatives from all major AT&T organizations, helped provide the necessary connections to link 65 percent of management and 27 percent of occupational employees to InfoCenter. Around the globe, the Unified Global Network (UGN) is available in more than 45 countries, providing AT&T people with access to InfoCenter's resources. The company's goal, says Pasqua, is to provide intranet connections for all employees who need them, whether they're in headquarters or remote locations.

Have questions? Need help with UGN connections, setting up browser software or locating specific information? See page 5.

NAVIGATION BAR
This navigation bar, which appears on the left side of all major InfoCenter screens, provides standard access to all the main categories.

FINANCIALLY SPEAKING
Take stock of AT&T's financial status here. You'll be whizzed away to pages detailing the company's quarterly and annual

POST
Typing a name gets you a coworker's phone number, e-mail or street address through POST, the corporate directory.

TICKER TAPE
The moving ticker tape across the bottom of the screen always lets you jump to the most recent issue of *AT&T Today*.

InfoCenter's
Visitor Information
Bureau

the InfoCenter @AT&T

It's All within your Reach

YOU ARE HERE

Take a trip almost anywhere and you'll encounter an information booth or visitor center. There, some helpful soul provides the brochures, maps and directions needed to make your visit a pleasant one. After scouring the many bits and bytes on InfoCenter, our travel agents highly recommend tours of these sites.

Since no two travelers are alike, the tour guides provide directions for those who prefer to begin a journey by clicking on the navigation bar on the InfoCenter screen, and for those who prefer typing a site's uniform resource locator (URL), which starts with characters http://. In some cases, we recommend one method over another. Regardless of your travel preferences, InfoCenter can take you down highways and byways loaded with useful information.

Take note of the places that help and interest you most, and don't forget to write!

Join the InfoCenter Road Rally!

Speed doesn't create winners in a road rally – precision does. Competitors in Porsches and Pontiacs are judged on their ability to pass checkpoints at preset times by maintaining various speeds over a course of highways and country roads. They also gather seemingly trivial information, such as the name printed on a mailbox 1.7 miles after checkpoint three. It's all designed to test their skills, which enables every competitor to improve.

InfoCenter is also about self-improvement and precision. While there are no checkered flags in this road rally, everyone who sends the correct answers becomes eligible for a random prize drawing (see InfoCenter for details). The biggest prize, however, is speedy access to the data that will increase your productivity and creativity.

Now, it's time to rally to InfoCenter!

1. Set your browser on http://infocenter.att.com
2. Click Road Rally
3. Answer the questions by surfing the sites described in this issue.
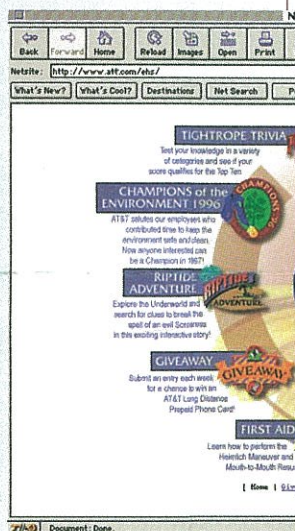
AT&T Home Page

Click: The AT&T globe above the left-side navigation bar

URL: http://www.att.com

The first stop on this tour is the AT&T Home Page visible on the public Internet. Here, visitors can apply for an AT&T Universal Card, switch to AT&T as a long-distance carrier, read daily company updates and get a peek at the latest developments from AT&T Labs. You can too!

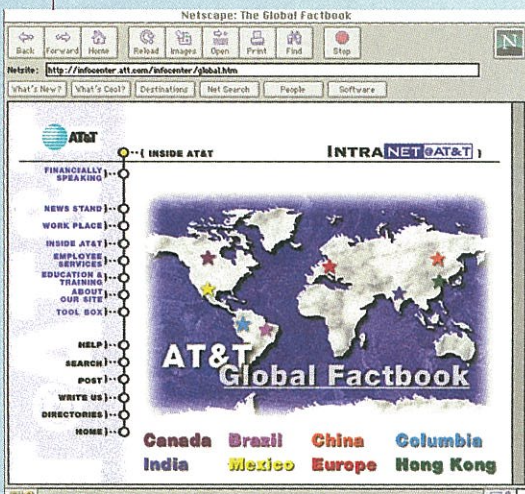## The New AT&T

Click: Inside AT&T, The New AT&T

URL: http://www.att.com/connect

Come here for answers to questions about AT&T's ventures in wireless, home entertainment, online, Universal Card and calling services.

International Flavor

Click: Inside AT&T, The New AT&T, AT&T Global Factbook

AT&T's Global Factbook provides statistics on our international presence in Brazil, Canada, China, Columbia, Europe, Hong Kong, India and Mexico. Get information on major strategic ventures, including AT&T-Unisource and WorldPartners.

AT&T United Kingdom

URL: http://net.uk.att.com

Check out what's on the minds of our colleagues in Great Britain. Click Update to read an electronic version of *AT&T Upd@te*, the new employee publication launched in January. Get a readout on their 1996 Employee Opinion Survey by clicking on Human Resources, then General and again on New Items. The "useful links" site provides links to internal AT&T sites and Internet sites, including the *Financial Times*, and schedules for major airlines and British Rail.

AT&T News Stand

Click: News Stand

Get prompt delivery of the latest company updates here, where news releases are listed by month and topic, many of them containing links to related sites. Read current and past editions of *AT&T Today* and executive speeches. External links to *CNN Interactive*, *USA Today*, *The Wall Street Journal* and *The New York Times* make it easy to see what AT&T is communicating to the external world, and what the news media is reporting about our industry and our company. For comic relief, there's The Dilbert Zone!

U.S. Regional Sites

Click: The AT&T Community

URLs: Atlantic - http://atlantic-pr.web.att.com
Central - http://central.pr.web.att.com
Western - http://pr-west.web.att.com

These sites deliver updates on state arbitration hearings and other steps on our way to entering local-service markets. They're packed with information on local operations, such as Business Council members and activities, local marketing initiatives and volunteer opportunities through AT&T CARES. There are also links to competitors' Internet sites, and reports from our own competitive analysis group. The Atlantic, Central and Western regional sites are up,
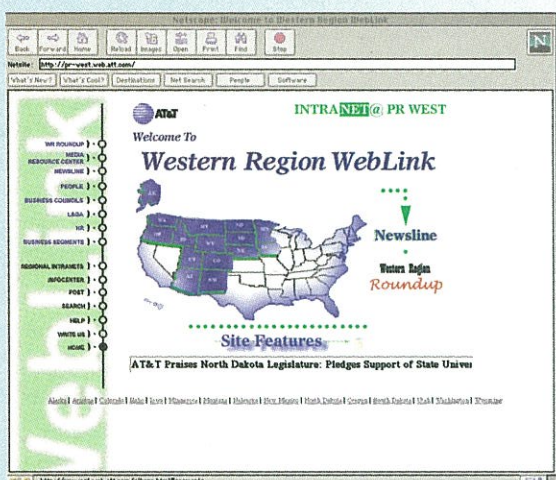
Click: Help

Stop here first for an overview of the language and customs of this new land. The Help site features an informative *New User's Guide*, a highly recommended resource packed with many tips and written in plain English. The list of frequently asked questions (FAQs) – pronounced "faks" – about the intranet and a glossary of Web terms will have you speaking the language in no time. If you need personal assistance, click on Contact Us for the e-mail, fax and phone numbers of the InfoCenter staff.

Click: Search

URL: http://isearch.att.com

Know exactly what you came to see? If it's on a registered AT&T site, the search engine – known as IntraSearch – will find it. Type a keyword or phrase and IntraSearch displays summaries of sites with matching criteria, along with links that take you there. For examples of effective searches, click on User's Guide in the IntraSearch Menu. For an alphabetical list of sites, click Site List in the Menu.

Acronym City

**URL:** http://www.csb.att.com/~sa/acroall.html

Stop here if you're going someplace that offers great alphabet soup but the conversation is hard to swallow. Simply click the acronym's first letter to jump down this long list and decode the company's most puzzling phrases.

AT&T Library Information Services

Click: Worth a Surf, AT&T Library Services

URL: http://www.attlis.att.com

A must-see site for anyone needing answers to urgent research questions. Click LIS services, then Research Services for a list of researchers and a link to the Customized Research Request Form. From the main Library Services page, click on Collections & Services to browse the card catalog of books and periodicals and see other databases.

PC Place

URL: http://www.cio.att.com/cio
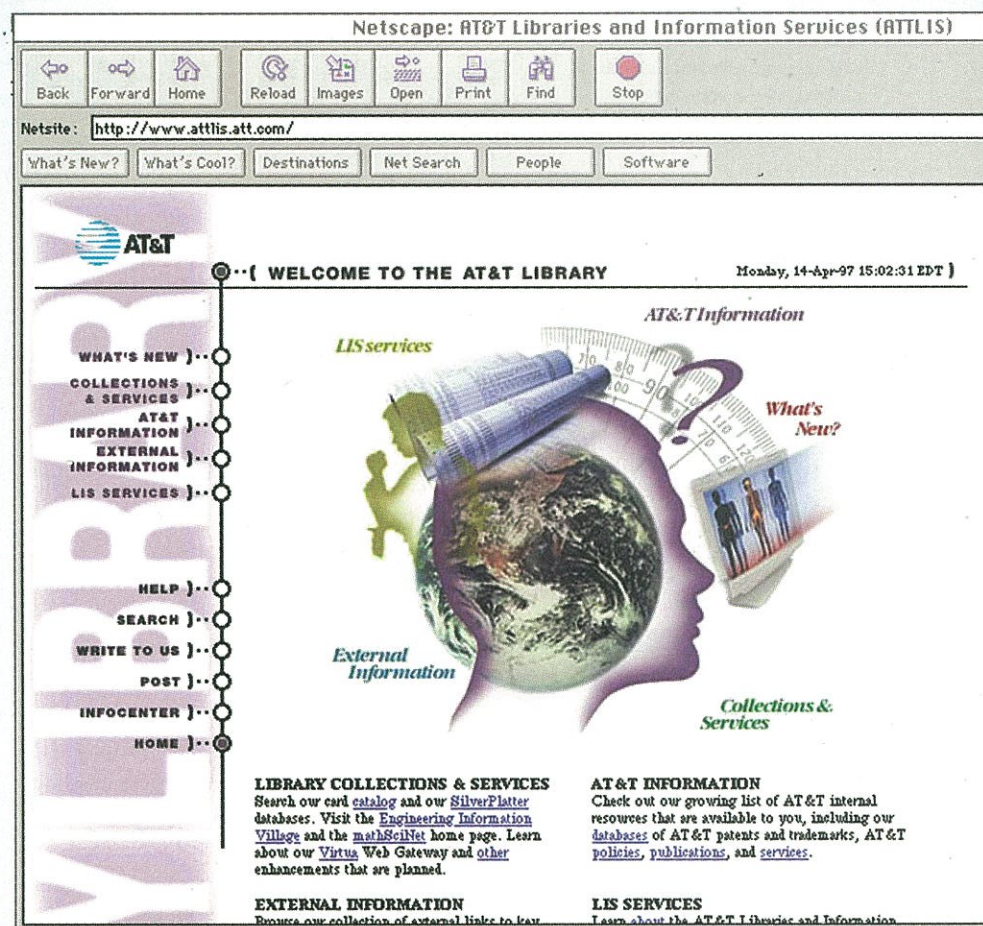
Don't lose sleep wondering which PC is best for you. Save time and money by accessing the Chief Information Officer's Web site, where our resident techies have recommended configurations for all AT&T people.

Financial District

Click: The AT&T Community, CFO, Index of Key Documents

URL: http://infolynx.cio.att.com/home.htm

Need guidance on number crunching? Visit this site for links to policies, practices and job aids from AT&T and the Chief Financial Officer. You'll find accounting guidelines, AT&T's schedule of authorizations, and procedures for the American Express® Corporate Card.
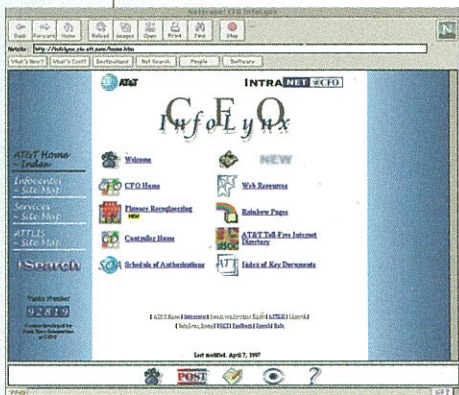
Corporate Security

Click: Inside AT&T, Internal Resources, Corporate Security

URL: http://www.security.att.com

Here you'll get important details on corporate licenses for anti-virus software from McAfee Associates, and security guidelines for all AT&T businesses.
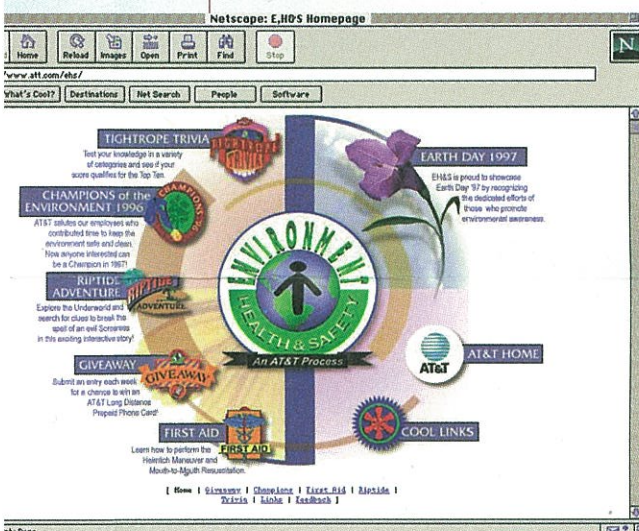
Environment, Health and Safety

Click: Inside AT&T; Internal Resources; Environment, Health and Safety

URL: http://www.att.com/ehs

Test your knowledge in a variety of categories, win points and you might get your initials listed with other top scorers. You can also learn about weekly giveaways, read about the 1996 Champions of the Environment, and get some first-aid tips.

Telecommuting

Click: Work Place, Telecommuting

Explore alternative workplace solutions, including telecommuting, virtual offices, and satellite offices. Discover the benefits of starting a telecommuting program within your organization.

Communities of Interest

Click: Work Place, Communities of Interest

Learn about the AT&T Pioneers – the world's largest industry-related community-service organization. The site includes keynote addresses and speeches, playground maps, and offers details on hug-a-bears and beep baseball. You can also link to a variety of sites for AT&T Business Resource Groups.

Post

Click: POST

URL: http://www.post.att.com

The AT&T Post Corporate Directory, which handles more than 7.5 million visitor requests every month, is the most familiar Web site in AT&T. The system provides street addresses for several thousand buildings, organization charts, titles and other statistics about employees and contractors. By entering an employee's name, telephone number or e-mail ID, you can quickly get more detailed contact information.
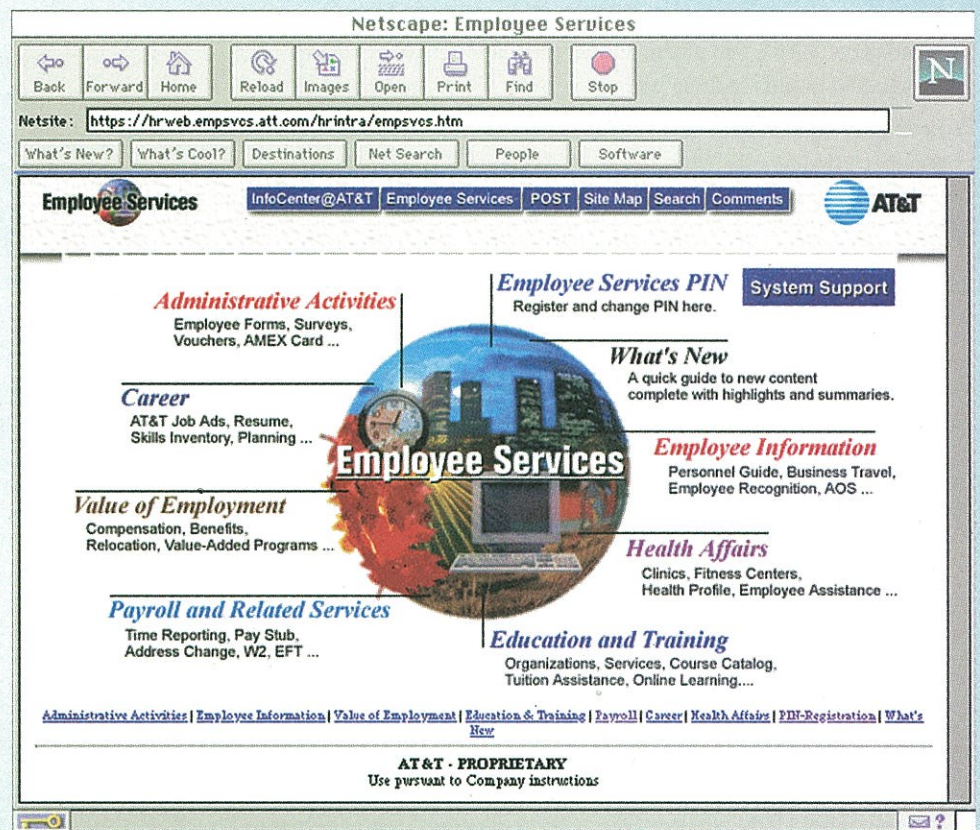
Employee Services

Click: Employee Services

**URL:** https://hrweb.empsvcs.att.com/hrintra/empsvcs.htm

Self-service is what the Employee Services site is about. Answers to questions about benefits, tuition assistance, jobs and payroll are within your reach. During your first visit, click on Site Map (at the top of the screen) to view the entire site. Many new features will be activated over the coming months; the active sites are underlined. Some of the interactive pages on this site – such as job ads and your pay stub – require a log-in using your HRID and a Personal Identification Number (PIN). To obtain one, see our instructions on page 5.

Employee Information

Get details on the AT&T Opinion Survey, the AT&T Personnel Guide, Code of Conduct, business travel guidelines and the 1997 holiday schedule.

Education and Training

Register for courses from the AT&T School of Business and Technology or Network Operations & Engineering Training. You can search for classes using a keyword or course code, or browse through the alphabetical list of available courses. Links to tuition assistance also are found here. If you're thinking of pursuing a degree, click Education & Training Community, select the AT&T School of Business page, and click on Products and Services. You can choose a course of study – from technical university degree programs to mini-MBA and certificate programs.
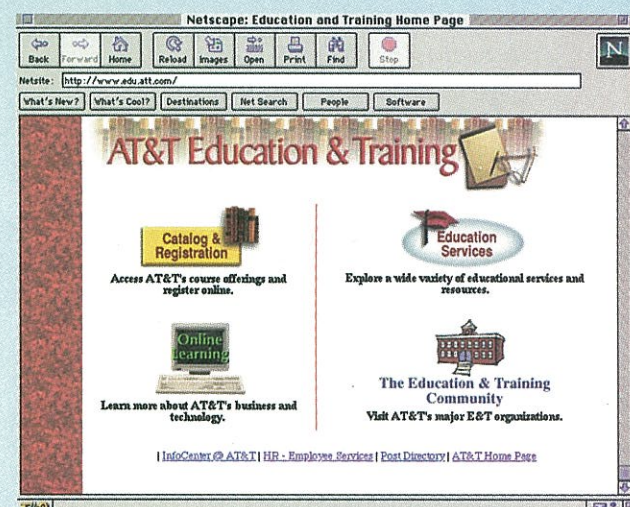
Payroll and Related Services (PIN needed)

View your current or previous pay stubs several days before you get the original; look up your W-2 and W-4 forms; report a home address change; purchase a savings bond or change your tax allowance – all on line.

Value of Employment

View your current Benefits Directions elections or enroll on line for annual benefits. Learn about employee discounts on car rentals, EPCOT Center at Disney World and phone products. Read the current issue of *Compensation and Benefits Update* on line. Coming soon from the Fidelity link – your savings and stock ownership status.

Career (PIN needed)

The Employee Career Opportunities System job database lets you view and update your resume, and search and apply for jobs. Coming soon – the career management site will provide career fitness programs and tools for all AT&T employees, and career-transition services for employees at risk or in transition.

Administrative Activities

Download VouchRiter® and Vendoriter® software, and get help from documentation and Frequently Asked Questions. Future enhancements to this site will enable you to make personal changes to your name, address and home phone number; get company forms and see your AMEX statements.

InfoCenter sounds great!
So tell me how to:

Get connected

○ Hardware requirements include a 486-based (or higher) computer with 6 MB of free hard-disk space, 4 MB (minimum) to 8 MB (recommended) of RAM, and a network-adapter card with the necessary drivers (a 386-based machine will work, but a 486 is recommended).

○ Software requirements vary by operating system. Regardless of whether Windows for Workgroups™, Windows 95™, or Windows NT™ is used, TCP/IP software is required.

○ Browser software – either Netscape Navigator™ or Microsoft Internet Explorer™ – is also required. AT&T has corporate licensing agreements for discounts on Navigator. To obtain a discounted copy, purchase it from Stream Software by calling **800-558-4429**, or Software House International at **800-915-9375**, or contact a desktop-support person.

○ Determine how your location is connected to the UGN:
In an AT&T office with UGN connections, a network administrator or desktop-support person can help configure equipment.
In remote locations or facilities without UGN connections, a modem and a DialUGN account are needed. To establish or change this account, call **800-762-2880**. International locations can call **407-805-2113**. Once you receive an individual network access password, you'll be able to connect. Contact a network administrator or desktop-support person for assistance with setting up a modem.

Connect to UGN while telecommuting

○ Obtain a Dial UGN account (see "Get connected," remote locations section)

○ Select Dial Up Networking from Windows or Windows 95

○ Highlight Dial UGN

○ Click Dial

○ Enter the login and password when prompted

○ Type PPP and press Enter

○ Click Done

○ Start the browser

Protect my computer while using the Internet

Using Netscape Navigator

○ Click on Options in the Toolbar

○ Highlight Security Preferences

○ In the Show an Alert Before section, click all boxes

○ Click the OK button

Using Internet Explorer

○ Click View on the Toolbar

○ Highlight Options

○ Select the Security tab

○ Click Safety Level in the Active Content section

○ Select the High security method

○ Click OK on that page, and again on Safety level

Register for the PIN needed to use some Employee Services' sites

○ From InfoCenter, click Employee Services and then click Employee Services PIN.

○ Enter the information requested. A PIN will be mailed to your home in 10 to 14 days.

○ After the PIN is received, access the Employee Services site and change the PIN to the six-digit number of your choice.

Publish an intranet site

○ Save time by using the tools, guidelines and standards developed by the Intranet Governance Board (http://intranet.web.att.com). From InfoCenter, click The AT&T Community, then One Intranet Place.

○ To hire internal site development consultants, contact AT&T Labs Technical Publications (http://www-techpubs.att.com), AT&T Media Services (http://bccm.web.att.com) or Interactive Products and Services (http://wwwnoet.nsd.att.com/IPS/index.html).

○ Be sure to register your site! Click The AT&T Community, One Intranet Place, then Policies and Docs. Then read the Intranet Site Registration Policy (http://intranet.web.att.com).

Have my browser automatically default to InfoCenter

Using Netscape Navigator

○ Click on Options, the fifth selection on the Toolbar

○ Highlight General Preferences

○ Click the Appearance tab

○ In the Start-up section's Browser Starts With line, click Home Page Location

○ In the space below, type http://infocenter.att.com

○ Click OK

Using Microsoft Internet Explorer

○ Click View from the Toolbar

○ Highlight the Options selection

○ Select the Navigation tab

○ For Page, highlight Start Page

○ For Address, enter http://infocenter.att.com

○ Click OK

Quickly get me to a site I visit frequently

Using Netscape Navigator

○ While the site is displayed, click Bookmarks on the Toolbar

○ Highlight the Add Bookmark selection

○ To visit the site again, click Bookmarks. Then highlight and click the site's name.

Using Internet Explorer

○ While the site is displayed, click Favorites on the Toolbar

○ Highlight the Add to Favorites selection

○ To visit the site again, click Favorites. Then highlight and click the site's name.

Using Shortcut method (either browser)

○ Click the right mouse button with the site displayed

○ Highlight Add Bookmark or Add to Favorites.

Conduct effective searches

○ On the left side of the InfoCenter screen, click on the word Search.

○ Conducting a single-word search, such as "editor," finds every document that uses that term, whether it refers to word-processing programs or people.

○ For more specific results, enter several words or phrases and separate them with commas, such as "text editor, html."

○ Use operators – such as AND, OR, and NOT – for further precision. For example, "text editor AND html NOT Macintosh."

○ From the search site, click Help for more search tips.

Rules of the road

CARRIE CALNAN

The InfoCenter contains links that can put you outside the "firewall" and onto the public Internet. With power like that, it's easy to succumb to the urge to explore this great world. So many sites entice surfing, but visiting them isn't getting your work done.

Corporate Security and the Intranet Governance Board acknowledge the urge to surf the Web. The Corporate Intranet Policy they formulated combines common-sense principles from Our Common Bond and The AT&T Code of Conduct. Stay on the beaten path by following these rules of the road:

• Know where you're surfing. Intranet sites show an "Intranet@AT&T" symbol in the upper-right corner. Access the public Internet through InfoCenter for business purposes only.

• Be sure your Internet access is through company firewalls from the office or through a LAN or UGN connection at home.

• Scan all downloaded files for viruses. Don't download unauthorized or unlicensed copyrighted software.

• Don't transmit unencrypted proprietary information via e-mail over the Internet. It's not a secure path.

Be aware that the Web can be a dangerous place. "You never know when you'll pick up a virus or drop a password somewhere," says Joe Barrera, corporate intranet program manager. "Every PC should use virus protection software, and every browser should be set to warn you when it encounters a 'cookie,' which is a nugget of information the Web wants to drop onto your PC. Some cookies can be fatal, so it's best not to accept them." (To protect your PC while using the Internet, see the directions above.)

Internet information should be accessed only if it supports business purposes, says Barrera. Locations that are not supported include pornography, sports and entertainment sites. Internet access is actively monitored by Corporate Security.

For more information, consult Corporate Security's Instruction 3.07 on public Internet access (http://intranet.web.att.com). Get there from InfoCenter by clicking Inside AT&T and Internal Resources. ⏹ Stop

Intranet of the future to
provide greater functionality

ANNE WAINSCOTT

What if AT&T people could hold "virtual meetings" over the Web in which participants in far-flung locations could interact using video and audio? Or how about accessing phone bills and submitting expense vouchers from a home or office PC? These are just some of the capabilities that AT&T's intranet strategists envision as tomorrow's realities.

Getting there will require greater network capacity than the intranet currently has. "We'll need to find ways to squeeze more out of the existing network," says John Pasqua, technology vice president-Information Technology Services (ITS). "We also will deploy more capacity internally to make this evolution go smoothly. We just need to plan an orderly growth."

InfoCenter's experiments with Real Audio™ and digital photography already enable employees to hear executive speeches and town meetings and see still pictures of the proceedings. Between February and April, InfoCenter delivered more than 8,700 multimedia presentations; more than half were requests for replays of the Wall Street analyst meetings. The Real Audio requests are delivered to employees in both "real-time" – nearly instantaneous broadcasts with a 10-second lag – and in replays after the actual event. While network constraints now limit this capability to 20 employees at a time, expansions are coming.

"Eventually we hope people can reserve conference space just like they do today for videoconferencing," says Pasqua.

Web-casting technology – which uses an intelligent-agent platform to actively search for information important to each user – is the subject of a feasibility study. This desktop software will alert employees when it finds late-breaking news, software availability and other quick messages. ITS is also assessing technology from 12 leading providers that could provide an InfoCenter information "channel" for every AT&T unit.

Customers also will benefit. AT&T plans to provide some business customers with secure, limited access to certain databases to view, retrieve and revise their own billing and inventory information. A Business Markets customer is completing a pilot of a billing application.

"We've just scratched the surface of the intranet's potential," says Pasqua. "But it's a corporate imperative to exploit this technology on behalf of employees and customers. With AT&T's people telling us what works and what they need, I'm confident we will get there." ◼

Surfing:
it's good for business

Industry research shows low risk and high returns from corporate investments in intranet technology. Here are just a few examples of the early effects on AT&T.

Strategy Talkback seeks employee input on key issue

ANNE WAINSCOTT

By eliminating reliance on strategy consultants, John Walter and other AT&T leaders stress the importance of leveraging the insights of AT&T's people, who are closer to customers and to the nuts-and-bolts of technological advances. That also is what the Online Strategy Forum is all about – getting employees involved in formulating corporate strategy.

During its month-long pilot in March, the forum invited interested employees to post ideas on a moderated electronic bulletin board. The topic was Tomorrow's Internet: what should AT&T's strategy be?

More than 30 AT&T people from across the business seized the opportunity. They read about the limitations of today's Internet and were introduced to the pros and cons of a potential solution, known as Internet Protocol version 6.

The resulting discussion was both lively and substantive. Employees will get the ear of AT&T decision makers when their recommendations are sent to AT&T's leadership. John Petrillo, executive vice president-Strategy and Business Planning, says he often reviewed postings and recently sent participants his own thoughts on the topic. "I find myself impressed with the depth of the discussion and the serious nature of people's expressions," he stated. "This forum demonstrates that people do drive innovation and it can come from anywhere in the business."

Forum moderators from Strategy and Business Planning are evaluating the program and soon will make recommendations on whether to continue with future strategic forums. If the level and quality of the participation in this first experiment are any indication, the future looks bright for employee-driven strategy discussions.

URL: http://talkback.web.att.com

Saving time with DocViewer

PAT RUSSO

When an AT&T business customer misplaced part of a bill, Business Markets Division (BMD) Account Executive Fred Myers got the call for help. Using DocViewer, a new intranet-based billing system, Myers jumped on line and retrieved it. Within minutes, he found the missing page, printed and faxed it to the customer.

"The DocViewer site is awesome," says Myers. "If I had gone through normal procedures, this would have taken three to four weeks. It's something all of us will find useful."

Providing instant access to customer bills with DocViewer is projected to save each BMD salesperson an average of 14 hours monthly. The application also reduces the need for sales people to involve their customer-care counterparts when a customer has billing questions or problems. The time savings translate into more available time for customers.

URL: http://docviewer.ims.att.com

IKE keeps sales force in the know

JEAN HURT

We like IKE!" The campaign slogan of the fifties has been recycled among the Global Services sales force in BMD. IKE refers to the Information and Knowledge Exchange, a site that helps 4,000 sales people represent AT&T to 2,400 of our largest business customers. Eight "knowledge community" pages serve the eight specialties within Global Services, with IKE boasting nearly 50,000 requests a day.

The site has helped Global Services streamline and integrate a continuous flow of information that keeps the sales force current on customer promotions, network upgrades and company developments. It also has added helpful detail, which is often found through links to other sites.

Need to know about any AT&T Wireless Services sales promotions in the last six months? IKE's search engine can track it down. Got a question on methods and procedures? IKE makes them easy to access.

Old items don't simply disappear as they did prior to IKE. They're filed and archived for easy reference. Another helpful feature is the list of subject-matter experts in each branch office. An offer manager in Denver, for example, can easily identify a peer in Miami to compare notes on how to best approach a customer.

IKE also features an interactive bulletin board. Nelson Rodriguez, a national account manager in Tampa, Fla., recently posted a technical question dealing with advanced 800 service. Within a day, he had an answer that was posted so all sales people could benefit from the information.

"I thought it would be laborious and time consuming. It turned out to be straight forward and user friendly," says Rodriguez. "It's pretty cool."

URL: http://kms.att.com/gikepgs/index.htm