# BEFORE THE PUBLIC SERVICE COMMISSION OF THE STATE OF MISSOURI

**ORIGINAL** 

<u> 4</u>	APPLICATION	Service Commission
In the matter of the application of Prism Missouri Operations, LLC Certificate of Service Authority to provide interexchange, basic local exchange, and non-switched, private line local exchange telecommunications services	) ) Case No	1-8000-3   FILED  JUL 1 5 1999

Prism Missouri Operations, LLC (Applicant), a Delaware limited liability company, files this verified application respectfully requesting that the Missouri Public Service Commission (Commission) issue an order that:

- (a) grants Applicant a Certificate of Service Authority to provide interexchange and basic local exchange and non-switched, private line local exchange telecommunications services pursuant to Chapter 392 of the Missouri Revised Statutes;
- (b) grants competitive status to Applicant; and
- (c) waives certain Commission rules and statutory provisions pursuant to Section 392.420, RSMo Cum. Supp. 1992.

In support of its request, Applicant states:

1. The legal name and principal office or place of business of the Applicant are:

Prism Missouri Operations, LLC 11 Beach Street New York, New York 10013 Tel: (917) 305-2000

Fax: (917) 305-2000

A copy of Applicant's Certificate of Formation and certificate of authority from the Missouri Secretary of State to transact business in Missouri are attached hereto as Exhibit I. 2. The name and address of Applicant's in-state attorney is:

Julie A. Kaminski, Esquire (MO Bar No. 41713) Piper & Marbury L.L.P. 1200 Nineteenth Street, NW Washington, DC 20036 (202) 861-3900

- 3. Applicant will operate and maintain a state-of-the-art, high-speed, digital, meshed telephone and data communications network. In particular, Applicant will employ a switch-based network comprised of owned and leased transport and local loop facilities, as well as resold services, with a 24 hours, 7-by-7 customer service center. Moreover, the network will feature Nortel's new breakthrough Consumer Digital Model ("CDM") technology that will enable Applicant to utilize the existing copper wire telephone infrastructure as a dual voice and data network backbone providing secure, "always up" connections of 1 Mbps "downstream" to the user and 120 Kilobits per second ("Kbps") "upstream," which is roughly 8 times faster than prevailing dual-channel ISDN products but at approximately the same cost.
- 4. Based on economic and technical considerations, Applicant proposes to use a combination of leased, owned and resold facilities and services, throughout all exchanges currently served by the incumbent local exchange telecommunications company, Southwestern Bell Telephone Company ("SWBT"). The specific SWBT exchanges within which Applicant proposes to offer service are listed in Exhibit II hereto. In addition, Applicant is requesting a

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Customer can use this copper wire connection for simultaneous telephone and fax communications, while still connected to the Internet, or the Company's Extranet.

Customer will be connected to the Prism network 24-hours a day, seven days a week, i.e., there is no need to dial-in, there will be no busy signals, and no slowdowns.

Certificate of Service Authority to provide local exchange service which, it understands, will be limited to the provisioning of dedicated, local exchange private line services. Applicant will offer access to operator service provided by other companies.

- 5. Applicant seeks to offer and provide all forms of basic local exchange, interexchange toll and non-switched private line service, including basic dialtone service, direct dial long distance, calling card service, and the like.
- 6. Applicant has the financial resources and the technical and managerial experience to provide telecommunications services within Missouri. Applicant's parent company, Prism Communication Services, Inc., will provide the managerial and technical expertise, necessary for Applicant to provide its services in Missouri. A brief description of the qualifications, background and experience of the management is attached as Exhibit III. As is more fully described in Exhibit IV, hereto, Applicant is also financially qualified to provide the subject services within the State of Missouri.
- 7. Applicant requests classification of itself and its services as competitive within the State of Missouri. Applicant believes that its proposed services will be subject to sufficient competition to justify a lesser degree of regulation. Granting of this application will allow greater price and service options for telephone users.
- 8. Applicant will offer basic local telecommunications service as a separate and distinct service in accordance with applicable law. Applicant will give consideration to equitable access for all Missourians, regardless of where they might reside or their income, to affordable telecommunications services in Applicant's proposed service area in accordance with applicable law.

- 9. Applicant is willing to comply with all applicable Commission rules and is willing to meet all relevant service standards, including but not limited to billing, quality of service, and tariff filing and maintenance.
- 10. Consistent with the treatment of other certificated competitive local exchange companies,
  Applicant requests that the following statutes and regulation be waived for Applicant and its
  basic local exchange offerings:

Statutes	MO PSC Rules
392.210.2 392.270 392.280 392.290.1 392.300.2 392.310 392.320	4 CSR 240-10.020 4 CSR 240-30.040 4 CSR 240-35
392.330 392.340	

- 11. Applicant further requests a temporary waiver of 4 CSR 240-2.060(4)(H). This rule requires that an application for a certificate of authority include a tariff with a 45-day effective date. Applicant is unable at this time to develop a tariff to fully comply with this rule because it has not yet executed or received Commission approval of any interconnection agreements with incumbent local exchange companies. As soon as the Applicant has completed all necessary agreements and developed rates, it will promptly file said tariffs bearing no less than a 45-day effective date with the Commission in a manner consistent with recent Commission practice in similar cases.
- 12. Consistent with the treatment of other certificated interexchange carriers in prior cases, Applicant also requests, pursuant to Section 392.420, RSMo (Cum. Supp. 1992), that the

Commission waive the application of the following rules and statutory provisions as it relates to the regulation of Applicant:

392.240(1)	Rates-reasona	ble average return on investment.
392-270	Property valua	ation.
392.280	Depreciation r	rates.
392.290	Issuance of sto	ocks and bonds.
392.310	Issuance of sto	ocks and bonds.
392.320	Issuance of sto	ocks and bonds.
392.330	Issuance of sto	ocks and bonds.
392.340	Reorganizatio	n.
	-	
4 CSR 240-10	0.020	Income on depreciation fund investments.
4 CSR 240-30	).010(2)(C)	Posting exchange rates at central offices.
4 CSR 240-30	0.040 (1-3)	Uniform System of Accounts.
4 CSR 240-30	).040(5)(6)	Uniform System of Accounts
4 CSR 240-32	2.030(1)(B)	Exchange boundary maps.
4 CSR 240-32	2.030(1)(C)	Record of access lines.
4 CSR 240-32	2.030(2)	Records kept within state.
4 CSR 240-32	2.050(3-6)	Telephone directories.
4 CSR 240-32	2.070(4)	Coin telephones.
4 CSR 240-33	3.030	Inform customers of lowest priced service.
4 CSR 240-33	3.040(5)	Finance fee.

- 13. Applicant, pursuant to Section 386.570, Cum. Supp. 1992, will comply with all applicable Commission rules except those which are specifically waived by the Commission pursuant to a request filed by the Applicant.
- 14. All inquiries, correspondence, communications, pleadings, notices, orders and decisions pertaining to this Application should be addressed to:

Julie A. Kaminski, Esquire Randall B. Lowe, Esquire Piper & Marbury L.L.P. 1200 Nineteenth Street, NW Washington, DC 20036 (202) 861-3900 Counsel to Applicant 15. Applicant submits that the public interest will be served by Commission approval of this application because its proposed services will create and enhance competition and expand customer service options consistent with the legislative goals set forth in the federal Telecommunications Act of 1996 and Chapter 392 RSM. Prompt approval of this application also will expand the availability of innovative, high quality, and reliable telecommunications services in the State of Missouri.

WHEREFORE, Applicant respectfully requests that the Missouri Public Service

Commission grant it a Certificate of Service Authority to provide interexchange, basic local exchange, and local exchange telecommunications services within the State of Missouri. If granted local exchange authority, such authority will be limited to the provisioning of dedicated,

non-switched local exchange private line services. Applicant also requests classification as a competitive telecommunications company. In addition, Applicant requests a waiver of the above-referenced rules and statutory provisions.

Respectfully submitted,

BA: 💳

Terrence Peck, Manager

Prism Missouri Operations, LLC

By: \_\_JuleAltoner Sh

Julie A. Kaminski

Piper & Marbury L.L.P.

Suite 700

1200 19<sup>th</sup> Street, N.W.

Washington, D.C. 20036

(202) 861-3900

Attorney for Applicant

#### **ATTACHED EXHIBITS**

Exhibit I Missouri Secretary of State Authorization

Exhibit I List of SWBT Exchanges to be Served

Exhibit III Management Qualifications and Experience

Exhibit IV Financial Information

#### Exhibit I Missouri Secretary of State Authorization



#### Rebecca McDowell Cook **Secretary of State**

CORPORATION DIVISION

CERTIFICATE OF CORRECTION

WHEREAS, A STATEMENT OF CORRECTION WAS FILED, CHANGING THE NAME

TRANSWIRE MISSOURI OPERATIONS, LLC

TO:

PRISM MISSOURI OPERATIONS, LLC

AN DELAWARE LIMITED LIABILITY COMPANY

NOW, THEREFORE, I REBECCA MCDOWELL COOK, SECRETARY OF THE STATE OF MISSOURI, I ISSUE THIS CERTIFICATE OF CORRECTION.

IN TESTIMONY WHEREOF, I HAVE SET MY HAND AND IMPRINTED THE GREAT SEAL OF THE STATE OF MISSOURI, ON THIS, THE 29TH DAY OF JANUARY, 1999.

Secretary of State





TO 3412#27549#20#12 F.02/02 State of Missouri

Rebecca McDowell Cook, Secretary of State P.O. Box 778, Jefferson City, Mo. 65102

Corporation Division

# Statement of Correction for FILED

Limited Liability Company
(Submit in duplicate with filing fee of \$25) **JAN 2 9** 1999

The name of the limited liability company is:	SECRETARY OF STATE
Transwire Missouri Operations, LLC	OF STATE)
The jurisdiction under whose laws it was organized is:	
Delaware	
Type of document being corrected (or filed copy theres	
Certificate of Authority A.L.C. Reg	Vistaction - FORCIGN
The error to be corrected is:	
The name of the limited liability company ha	a been changed to Prism Missouri
Operations, LLC.	
The reason for such correction is:	
The name has been changed in Delaware, the s	tate of organization.
·	
Date the original document was filed with the Missouri	Secretary of State:11/13/98
	Month/Dsy/Year
In affirm thou thereof, the facts stayed above a	ure true:
Juneaco rec	Authorized signature
Authorized Person	Authorized signature
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Exhibit II List of SWBT Exchanges to be Served

Exhibit II List of SWBT Exchanges to be Served

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#### Exhibit III Management Qualifications and Experience

Applicant's parent company, Prism Communication Services, Inc. ("PCSI"), will provide Applicant with the managerial and technical expertise necessary to offer its services. As described below, PCSI's executive, managerial and technical staff is comprised of highly capable professionals with extensive telecommunications experience.

Terrence Peck currently serves as our Chief Executive Officer. Mr. Peck is the founder and visionary behind Prism and has served as our principal since November 1997. Mr. Peck has more than 30 years of telecommunications experience, including all aspects of engineering, operations, regulation, construction, and business planning. He began his career as an engineer for AT&T Long Lines in 1966, and has since held the positions of President/CEO of Futurtek Communications, Vice President of Regulatory Affairs for ATC, Senior Vice President of TMC/Cignal, President of Digi-Net, and Vice President of Telesphere Network. He also served as Director of Network System for US Telephone, Senior Manager of Network Planning and Administration for US Sprint, and was a Switching Systems Engineer for MCI. Since 1994, Mr. Peck has also been a principal with Visual Radio, Inc., an Internet and Extranet developer, which specializes in technology incubations for the online community. He has also served on the board of directors of state and national industry associations, and serves as an expert witness in regulatory and legal cases involving telecommunications issues.

Montgomery Cornell, Chief Financial Officer, joined Prism after spending four years in various positions at Protection One, Inc., which is one of the largest monitored security companies in the United States. While at Protection One, he served as Treasurer and Vice President-Finance, and managed investor relations. He also assisted in raising over \$1 billion of debt and equity capital in private and public offerings. Mr. Cornell briefly served as Chief Financial Officer of Protection One [NYSE: POI] before he joined us. Mr. Cornell worked at several investment banks prior to joining Protection One.

Michael Ford, Chief of Staff, oversees project planning in the office of the President. Prior to joining us, Mr. Ford spent over 12 years at Nortel Networks where he began his career as a financial analyst. While at Nortel Networks, Mr. Ford held positions as Finance Manager, INS Pacific Region; Senior Manager – Consulting Services, Private Networks; Controller, Nortel Networks Communication Systems; and Director Major Accounts Sales, Public Carrier Networks.

Harold "Paul" Freels, Chief Operations Officer, oversees substantially all aspects of our network and operations. Mr. Freels has extensive experience in the telecommunications industry, most recently serving for three years as Vice President—Operations for Long Distance International, Inc. In his 45 years of telecommunication experience, Mr. Freels has also served in senior management capacities at International Telecharge, Inc. and U.S. Telephone, Inc. (now part of Sprint). Mr. Freels has significant operating experience in developing and managing billing, customer service, network design, network management, operating support systems, order provisioning, and regulatory affairs functions.

Dennis Kruse, Chief Marketing Officer, oversees and is responsible for all marketing operations and programs for our communications services and solutions. Mr. Kruse has more than 20 years of combined industry experience in the development of advertising and brand marketing programs with major companies in the U.S. and abroad. Most recently, he served as a consultant for consumer marketing and new business development with MCI Telecommunications Corporation, managing strategic relationships with Fortune 500 companies including McDonald's, PepsiCo, Frito-Lay, Hershey's, The Coca-Cola Company and American Airlines. Prior to joining us, Mr. Kruse served as Vice President Advertising/Media and Promotion at Jerrico, Inc.; Partner/Executive Vice President at Weyman & Kruse, Inc.; Director of Advertising at Munford, Inc.; Regional Marketing Director at Southland Corporation; and Vice President of New Business at Houston Ritz & Associates. Mr. Kruse also served as a special assistant to President Reagan, handling both press and site advance assignments.

Sophia K. Corona, Vice President Network Planning, has over 13 years of Accounting and Finance experience in diversified industries. As Controller for an international consulting firm, Ms. Corona traveled throughout the Far East negotiating with Ministries of Finance on expatriate and corporate tax issues. As Corporate Controller for Ian Schrager Hotels, she was responsible for the restructuring of existing financial infrastructures. Most recently, she was Chief Financial Officer of a custom high-end lighting manufacturer serving the hospitality and interior design industries, during which she was responsible for a 30 percent growth in profitability over the past three consecutive years.

John Dodd, Vice President Network Construction, has 33 years experience in the telecommunications industry, John Dodd has worked within every facet of this technology, from design inception through manufacturing to contract fulfillment. Before joining Prism his most recent role was as Senior Operations Manager for Nortel and oversaw their \$165 million Bell Atlantic account. His broad experience brings a keen understanding and overview to our expansion plans, streamlining the process, making it possible to bring more technology to the consumer in less time and for less money.

**Edward Kelly**, Vice President of Network Operations, has more than 20 years of operational and engineering experience in carrier and enterprise telecommunications networks. For the past 14 years he has served in a variety of roles at MCI Worldcom, most recently as Senior Manager Network Operations and Security for the International Division where he helped expand MCI Worldcom's presence overseas. Prior to MCI Worldcom, he served as the head of U.S. technical support for Thomson-CSF/Alcatel; Manager of Field Operations and Sales Support at U.S. Telephone; and Manager of Field Services for TeleResources.

Richard Merson, Vice President Customer Service, has 12 years of experience as a customer operations leader with proven results in line operations management, reengineering, vendor management, system development, process measurement and project management. Before that, he spent seven years with AT&T Wireless Services where he was Director of Credit and Activations for National Customer Care Operations. Mr. Merson also spent five years with American Express as Director of Account Services for the Eastern Region.

Vincent Morreale, Jr., Vice President Sales, has 15 years of experience in sales and marketing within the telecommunications industry with a proven track record of achievements in selling and marketing telecommunications technology and services. He comes to Prism after 11 years with Northern Telecom where he was responsible for the direct management of its sales staff. While at Nortel Networks, Mr. Morreale received the Circle of Excellence Award, Honor's Circle, Presidential recognition for outstanding sales accomplishments, and Achievers Club for 2 consecutive

**Debra A. Niewald**, Vice President Corporate Communications, has more than 15 years experience developing and managing public relations and corporate identity programs, special and promotional events, and online marketing and communications programs, Ms. Niewald directs strategic positioning and messages of the company – its core competencies and achievements -- in order to accomplish the company's business objectives. She has held strategic positions in account management, marketing communications and new business development with companies in the entertainment, hospitality, retail and financial industries, including Visual Radio, Inc., Ian Schrager Hotels, Columbia Pictures, Ralph Lauren, Horizon Financial, and Sandven Advertising & Marketing, among others.

Greg B. Thomas, Vice President Market and Product Development, has over eight years of experience in market and product development for the telecommunications industry. Mr. Thomas was previously Director of Large Business Market Development for Bell Atlantic where he acted as Project Leader and primary interface for the University Corporation for Advanced Internet Development (UCAID). In addition, he focused on Directing the development and positioning of Bell Atlantic, as the service provider of choice within the Education segment as well as state and local government segment.

Robert Van Dyke, Vice President Engineering, has 30 years experience in deployment and operation of networks. He has served in numerous positions with Contel and was recently responsible for the design and deployment of Intermedia's network infrastructure including all switching, translations, transmission, outside plant and building elements. Prior to joining Prism, Mr. Van Dyke was Senior Vice President, Network Engineering and Operations for Long Distance International, responsible for deployment and operation of LDI's international network.

#### **Exhibit IV** Financial Information

Applicant has the financial resources to offer its services in the State of Missouri. Applicant will rely upon the financial resources of Prism Communication Services, Inc. ("PCSI"), its parent company, to provide initial capital investment and fund start-up operation. Attached hereto is a copy of the most recent consolidated financial statements for PCSI, including a Statement of Financial Position and Selected Operating Subsidiary financial statements. Although operationally PCSI has not realized any significant revenues to date, it has approximately \$86 million in total assets and a level of capitalization in the amount of approximately \$53 million.

PCSI is 98.5% owned by Comdisco, Inc., an investment grade company engaged primarily in providing technology services and infrastructure management and optimization, with total assets as of March 31, 1999 of \$7.7 billion and annualized revenues of \$3.8 billion. As evidence of Comdisco's commitment to the financial success of PCSI and its operating subsidiaries, Comdisco has offered PCSI an uncommitted revolving line of credit in the amount of \$100 million. In addition to PCSI's capitalization, the inter-company loan from Comdisco will ensure that PCSI, and therefore Applicant, possesses adequate financial ability to provide its proposed services within the State of Missouri.

Applicant and its parent company do not publish financial statements to the public, and consider this financial information to be proprietary in nature. The attached financial information is being provided to the Staff under seal, is marked "PROPRIETARY AND CONFIDENTIAL - FILED UNDER PROTECTIVE SEAL," and it is requested that it not be made a part of the public record. Accordingly, Applicant also herewith files a Motion for a Protective Order which formally requests the Commission to issue an order for confidential treatment of the financial information provided herewith under seal.

#### PRISM COMMUNICATION SERVICES, INC. 11 Beach Street New York, New York 10013

July 14, 1999

Missouri Public Service Commission P. O. Box 360 301 West High Street - Room 530 Jefferson City, Missouri 65102-0360

Re: Application of Prism Missouri Operations, LLC

To Whom It May Concern:

This letter is to accompany the application of Prism Missouri Operations, LLC (the "Applicant") for a certificate of public convenience and necessity to provide competitive interexchange, basic local exchange, and non-switched, private line local exchange telecommunications services in the State of Missouri. Prism Communication Services, Inc. ("PCSI") is the corporate parent of the Applicant.

This letter is to certify that PCSI is financially willing and able to guarantee the debt and operations of the Applicant with respect to its operations in the State of Missouri. PCSI will make available to the Applicant, at its request, such funds, guarantees, credit, or other financial resources as may be necessary to meet reasonable projected operation costs.

As demonstrated by the financial records that accompany the application of the Applicant, PCSI has sufficient financial resources and credit to fulfill this guarantee.

Sincerely,

Montgomery W. Cornell Chief Financial Officer

#### VERIFICATION OF FINANCIAL INFORMATION

STATE OF NEW YORK	)	
	) ss	
BOROUGH OF MANHATTAN	)	

I, Montgomery W. Cornell, as Chief Financial Officer of Prism Communication Services, Inc. and Prism Missouri Operations, LLC, do hereby certify that the financial statements submitted as exhibits to the application of Prism Missouri Operations, LLC before the Missouri Public Service Commission for authority to provide competitive interexchange, basic local exchange, and non-switched, private line local exchange telecommunications services are true and correct to the best of my knowledge, information and belief.

Montgomy y. Comil

SUBSCRIBED AND SWORN to before me, a Notary Public in and for the State and

County/Borough above named, this \(\frac{13}{3}\) day

of hall, 1999.

Notary Public
VIRGINIA CARTER INGRAM
Notary Public, State of New York
No. 011N6017283

Qualified in Kings County Commission Expires December 7, 2000