



# Global Sales Accelerator

Ascend International Channel Partner News Bulletin

April 1998

## WHAT'S NEW

<b>The MAX™ 6000</b>	1
<b>IP Navigator™: Absolute QoS</b>	1-2
<b>From the Press</b>	1
<b>MultiVoice for the MAX Rel 1.0</b>	2
<b>True Access™ Operating System</b>	2
<b>Co-op Corner</b>	3
<b>What's New on the Global Sales Accelerator Web Site</b>	3
<b>Who to Contact at Ascend</b>	4
<b>Marketing Tools FAQs</b>	4

If you have any feedback or suggestions for the Sales Accelerator Program, please contact us at [air-info@ascend.com](mailto:air-info@ascend.com)

### The TOLLY Group Rates The MAX 6000

“Ascend’s MAX 6000 delivered high throughput for both analog and digital connections and scaled as additional clients were added. Competing products tested exhibit either lower performance than the MAX 6000, rapid performance degradation as clients are added, or both.”

March 1998, The Tolly Group  
Full report available @ [www.ascend.com/accelerator](http://www.ascend.com/accelerator)

## Ascend's Next-Generation WAN Access Switch The MAX 6000

For your customers demanding reliable, high-density access - the MAX 6000™ WAN access switch is the ideal choice. Offering increased performance, reliability and expandability needed for both current and future access applications, the MAX 6000 combines the latest in hardware technology with Ascend's field-proven True Access™ Operating System (TAOS) to deliver the industry's most cost-effective WAN access services platform.

The flexible chassis features expandable DRAM, flash memory and slot cards as well as the software upgradable protocols and services needed for today's high-powered applications.

For ISPs and carriers, the MAX 6000 offers the most versatile, easy-to-configure and manageable method of routing subscribers' calls to the public network. The MAX 6000 fits easily into any rack space and allows service providers and network managers to offer their users secure and reliable Internet access, corporate remote access and Virtual Private Networking (VPN). With the MAX 6000, users have the processing power needed for even the most demanding network environment.

Read the exciting performance results in the Tolly Group report in this mailing.

### IP Navigator Offers Absolute Quality of Service (QoS)

IP Navigator provides a technical foundation that allows your customers to offer a range of revenue-generating services such as Virtual Private Networks (VPNs) and IP multicast services. The Advanced traffic management capability gives service providers the tools to build networks that support next generation technical and service requirements for their customer base.

Continued on page 2

## From the Press...

### Ascend Helps BT Connect Its Employees in one of the UK's Largest Corporate Remote Access Projects

Using multiprotocol WAN access switches from Ascend Communications, Inc., British Telecom Remote Access enables remote access users across the entire company to connect to BT's internal Intranet and central site applications via analog, ISDN, and GSM services, with the same level of security and ease of access as if they were a node on the LAN. Sales reps, engineers, management and support staff can now remotely access systems ranging from contact databases and mainframe fault diagnosis applications to word-processing and e-mail.

### Ascend Unveils MultiVoice Strategy

Ascend's announcement of MultiVoice, a comprehensive architecture for delivering voice and fax over IP, ATM, and Frame Relay networks, sets the stage for a series of product and technology announcements throughout 1998. These solutions, including MultiVoice for the MAX and Quality of Service (QoS) for voice applications, will enable network service providers to deliver voice and fax services over a data infrastructure, with the same manageability and 'toll-quality' that their customers expect today from the Public Switched Telephone Network (PSTN).

From the Press continued on page 2

### NavisAccess \$30 Million Software Giveaway

Don't forget to take advantage of this unprecedented opportunity to offer your customers NavisAccess™, the most comprehensive network management platform available. Sell the most NavisAccess software and win a 7-day cruise. This offer will end on May 31, 1998. For more information on this program, visit [www.ascend.com/accelerator](http://www.ascend.com/accelerator).

## IP Navigator with Absolute QoS (Continued)

IP Navigator delivers a full spectrum of quality of service levels, including the industry's first absolute quality of service for IP. This will enable service providers to offer a "best efforts" low cost service for non-critical applications such as basic Internet access and an absolute guaranteed level of service for real-time services such as voice over IP. Ascend's IP Navigator with Absolute QoS ensures that the most critical traffic is given guaranteed and reserved end-to-end bandwidth throughout the network.

## Introducing MultiVoice for the MAX

MultiVoice™ for the MAX provides an excellent solution for Voice over IP deployment based on its high scalability, integration and compliance with international standards. The Ascend MultiVoice for the MAX consists of a set of hardware and software components that allow Network Service Providers (NSPs) or enterprise customers to add real-time voice transport services to their existing IP backbone network. A MAX-based MultiVoice network can be implemented to support many different applications in both public networks and in the private enterprise, for example:

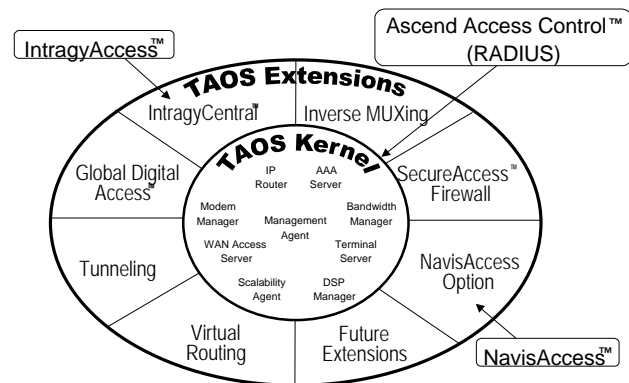
- Basic Public Long Distance Service
- Local "800" Service for Customer Service Applications
- Point-to-Point PBX Trunk Extension
- PBX Trunk Intraflow over Routed IP Networks

MultiVoice for the MAX offers a lower price per port and higher scalability than other systems that are either PC-based or router-based. PC-based solutions are less integrated and more expensive, and router-based solutions have limited port densities. The MultiVoice Gateway supports up to 96 ports per chassis today, and 672 in the future.

## Ascend Announces True Access Operating System, the Industry's premier WAN access platform and feature set

The True Access Operating System (TAOS) is Ascend's embedded access software in the MAX and MAX TNT™ that provides the widest range of solutions for WAN access environments.

TAOS provides the industry's premier WAN access feature set and a platform for next-generation Internet and enterprise applications. The TAOS kernel provides a rich foundation of features for mainstream WAN access environments and it is standard on all MAX and MAX TNT products. The TAOS extensions provide targeted software solutions that allow users to customize the MAX and MAX TNT into a wide variety of WAN access environments - from small ISPs and enterprises to carrier-class networks.



For more information on any of these new products, visit the **Product & Services** area of [www.ascend.com/accelerator](http://www.ascend.com/accelerator)

## From the Press... (continued)

### Ascend Simplifies Multiprotocol DSL Transport for Carriers, ISPs and Corporate Users

Ascend recently announced support for Layer-2 multiplexing using Frame Relay over xDSL on the DSLTNT™ central office concentrator. Layer-2 muxing, based on the RFC 1490 standard, enables carriers to offer end-to-end, transparent multiprotocol DSL transport for Virtual Private Networks (VPNs) without having to deal with IP addresses at the central office. To further simplify provisioning xDSL services, Ascend is shipping a new version of the DSLPipe™ customer premises router which is pre-configured for Layer-2 mux support. This plug-and-play solution means that carriers do not have to go on-site to install CPEs to support the new service, making it easier to roll out xDSL services.

### France Télécom Transpac Extends its Internet /Intranet Network in Partnership with Ascend

France Télécom Transpac announced its IP access network has doubled following the commercial success of its Internet Avantage range, Global Intranet and Package Intranet and Global Extranet services. Transpac choose Ascend technology to increase its capacity from 16,000 to 30,000 simultaneous customer connections. This increased capacity is based upon the deployment of Ascend's high performance MAX TNT and MAX 4000 WAN access servers, as well as the implementation of K56Flex modem technology that will comply with the new ITU-T V.90 modem standard.

**Full Press Releases:** [www.ascend.com](http://www.ascend.com)

## Co-op Corner

### *Quick Tips on Using Co-op Effectively*

1. Download the newest Co-op guidelines and claim forms from the Global Sales Accelerator Web site! Once you are in the site, click on "Programs", then click on "International Co-op Marketing".
2. For a quick overview of the Ascend International Co-op Marketing Program, read the Ascend Co-op "FAQ: How to Start" on the Global Sales Accelerator Web site or in your Co-op Starter Kit.
3. Want to find out how much Co-op funds your company has accrued? Fund balance is available on the Global Sales Accelerator Web site. Click on "Co-op Financials". Insert login and password, click on "Fund Query"
4. Have a question about your Pre-Approval or Final Claim Submission? Check the Co-op Financials on the Global Sales Accelerator Web site under "Claim Query" or email: ascend@coams.com
5. Use your Co-op funds to order Promotional Display Equipment and product training CDs. Complete Form C (available on the Global Sales Accelerator Web site) and submit along with a purchase order. Be sure to include the "Bill to" and "Ship to" addresses, equipment description, model number, full list price and co-op price (50% off list price). At the top, type: **J Sales Order**. In the U.S., fax to: 312.243.2531
6. Include supporting documentation or "proof of performance" with all Co-op claim forms. Claims processing will be delayed otherwise.
7. Planning an advertisement soon? Adding color to black and white ads has been proven to increase readership 80%, retention 100% and purchase behavior from 50% to 168%.

**Next month: Co-op ROI measurement**

## What's New on the Global Sales Accelerator Web Site

**The Global Sales Accelerator Web site is your most comprehensive vehicle for product, sales and marketing information**

Most recent updates:

- In-depth product launch information for:
  - *MAX 6000*
  - *MultiVoice for the MAX*
  - *IP Navigator with Absolute QoS*
  - *True Access Operating System (TAOS)*
- Tolly Group Test Report on the MAX 6000
- Global Access Newsletter, Winter edition
- Competitive Updates
- Co-op Marketing Program Information
- New regional information: tradeshow, seminars, etc.

**[www.ascend.com/accelerator](http://www.ascend.com/accelerator)**

## CD-ROMs Available

These CD-ROMs are available to give you the tools and product information to increase your sales:

1. Global Sales Accelerator CD-ROM (March 1998) – Available through the international collateral order form
2. Product Launch CD-ROM (April 1998) – Available in the April Global Sales Accelerator update
3. Remote Access Product Training CD-ROM (#CD-02 \$200) – Order through the International Co-op program
4. Core Systems Product Training CD-ROM (#CD-03 \$200) – Order through the International Co-op program

## Upcoming International Events

March 31-April 3	Tele-Expo	Brazil
March 31-April 4	Internet World	Argentina
April 21-23	The Internetworking Event	Amsterdam, Netherlands
April 26-29	China International Conference & Exhibition on Information Infrastructure	Beijing, China
April 27-29	European Frame Relay Convention 1998	Paris, France
April	Tecnotron	Lima, Peru
April	CompuSoftware	Medellin, Colombia

### **Ascend Channel Solution '98 Tour Schedule:**

April 6-10	Europe, Middle East and Africa
April 13-17	Asia Pacific
April 20-24	Latin/South America

**Check with your local Ascend Office**

## Who to Contact

	<u>Contacts</u>	<u>Phone</u>	<u>Fax</u>	<u>Email</u>
Credit / Payments	Terry Hebert	510-747-2476	510-747-2616	terry.hebert@ascend.com
Collateral Orders	Kary Smith	510-747-2679	510-747-2669	kary@ascend.com
Collateral Orders - EMEA	Claire Fenner	+44-1252-360019	+44-1252-360001	Claire.Fenner@ascend.com
Orders / Delivery / Status / Credit Memos				
<i>EMEA and Latin America</i>	Karen Kushner	510-747-2019	510-747-2318	karen.kushner@ascend.com
<i>Asia-Pacific and Japan</i>	Jackie Nelson	510-747-2279	510-747-2318	jackie.nelson@ascend.com
<b>Returns For Credits/Stock Rotations</b>				
	Elly Coon	510-747-2329	510-747-2669	ecoon@ascend.com
<b>Reseller On-Site Technical Training, Sales Training</b> - Contact your Ascend Regional Office for schedule and information				

## Technical Assistance

### Europe, Middle East, Africa Technical Support Center

*You can speak directly to a support technician from 9:00 am to 5:00 pm (Central European Time).*

English	+33 (0)4 92 96 56 71	+33 4 92 96 56 00	emeasupport@ascend.com
German	+33 (0)4 92 96 56 72		
French	+33 (0)4 92 96 56 73		
Dutch	+33 (0)4 92 96 56 74		
Spanish	+33 (0)4 92 96 56 75		
Italian	+33 (0)4 92 96 56 76		
Swedish	+33 (0)4 92 96 56 77		

### Asia Pacific (APAC Support) Center

Asia Pacific	+61 9656 7000	+61 9656 7005	apac.support@ascend.com
Within Australia	1 800 284 001		

### Japan Support Center

<http://www.ascend.co.jp/support/> info@ascend.co.jp

## International Marketing - Worldwide Headquarters

Mikko Disini	International Marketing Manager	510-747-2315	mdisini@ascend.com
Gigi Wang	International Carrier & ISP Programs	510-747-2915	gigi.wang@ascend.com
Giovanna (Gina) Riner	International Reseller Programs & Co-op	510-747-2008	gina.riner@ascend.com
Frederick Harris	Global Sales Accelerator Program	510-747-2839	fharris@ascend.com
Ed Maier	International Sales Accelerator Database	510-747-6633	emaier@ascend.com

For additional information visit **[www.ascend.com/accelerator](http://www.ascend.com/accelerator)** or e-mail **[air-info@ascend.com](mailto:air-info@ascend.com)**

### MARKETING TOOLS FREQUENTLY ASKED QUESTIONS (FAQS)

The Ascend Global Sales Accelerator CD-ROM contains marketing tools and templates that allow your company to produce co-branded promotional pieces to increase your sales.

**Q:** What types of marketing tools are available?

**A:** Multiple tradeshow posters, direct mail pieces, logos and high-resolution digital photographs are available. These files are contained in a self-archiving folder named 'source'.

**Q:** How do I reproduce these promotional materials?

**A:** Decide the promotional piece you want to print and contact your local advertising/PR agency for translation

and design adjustments. Provide them with the Ascend Global Sales Accelerator CD-ROM, sample printed mailer, your logo, mailing/reply information and a copy of the following disk instructions.

**Q:** How do I work with the files?

**A:** All documents are created for the Macintosh in one of the following programs:

FreeHand 7.0  
Adobe Illustrator 6.0  
Adobe Photoshop 3.0  
QuarkXpress

All programs and versions are listed next to the file names. Most of the files have been compressed and will self-expand when selected. Once open, you are ready to translate and make any desired logo and mailing information revisions.