global sales accelerator

MAY 1998

Ascend International Channel Partners Bulletin

ASCEND COMMUNICATIONS, INC.

What's New

For questions email air-info@ascend.com or visit us on the Web www.ascend.com/accelerator

New Products

NavisExtend Now Offers Customer Network Management (CNM) Services and Service Level Agreements (SLA)

The Navis CNM Gateway gives service providers a turn-key CNM solution with a simple point-and-click interface they can use to define different levels of CNM services and set different levels of privileges for subscriber access. The gateway opens access to configuration information, fault statistics, real-time monitoring, and historical reporting information for Ascend Frame Relay, ATM, IP, and dial networks. In addition, write access is also supported for the first time, allowing service providers flexible options in allowing corporate customers to change operational parameters for their VPN to meet real-time network demands.

Service Level Agreements Reports

The NavisXtend SLA Reports allow service providers to share Frame Relay SLA information with their customers on a 24-hour basis, via Web access. These reports allow service providers to show their customer the quality of the service they are receiving.

Ascend's IP Navigator Adds Virtual Private Routing to Service Provider Networks

Ascend introduces Virtual Private Network (VPN) Routing, a new capability for its IP Navigator software. VPN Routing, an industry first, enables service providers to deliver SLA-specified IP services to their enterprise customers. Service providers can now access a rapidly expanding market for these types of services. Now, enterprise customers can build their internal IP network across a public service provider network while maintaining the same IP addressing space, security, and Quality of Service (QoS) of their private network.

For more product information:
www.ascend.com/accelerator

MultiVPN Strategy

Ascend Announces MultiVPN Strategy

Already the leader in VPN (Virtual Private Network) solutions, Ascend is the first to break down the barriers to widespread VPN adoption by offering a strategy that matches enterprise needs with carrier class VPN solutions that service providers can deploy profitably. MultiVPN enables the utilization of the public network infrastructure for private enterprise communications with management capabilities, assured levels of service and availability, and unparalled compatibility and security through a provider/ subscriber architecture.

Ascend's fully integrated MultiVPN solution includes common provider/ subscriber elements, along with products specially designed for service providers and enterprise subscribers. Read the MultiVPN white paper for more info on Ascend's MultiVPN Strategy.

From The Press...

Ascend's MAX 6000 Access Concentrator Excels in Performance Testing

The MAX™ 6000 WAN access switch was rated "Best In Test" in *Business Communications Review's* April 1998 comparison of remote access concentrators. The MAX 6000 also won top honors as the "Most Full Featured for ISP's" and the "Most Scalable" product in its class. In addition, the MAX proved to provide the lowest latency of any product tested, which is important for new services like the Ascend MutliVoice voice over IP product.

LCI International to Expand Data Network with Ascend

LCI International, one of North America's leading providers of telecommunications services to large and national account customers, announced that, as part of the company's previously stated network expansion plans, it has signed an
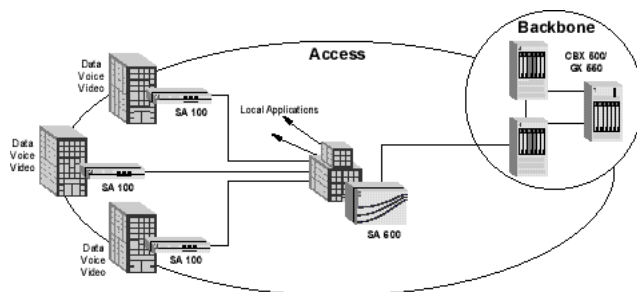
NEW PRODUCT INFORMATION

Ascend's Broadband Access Product Line Offers Higher Port Density and a Greater Mix of Service Types

The SA 600 Broadband Access concentrator provides a high-capacity multi-service entry point into an Asynchronous Transfer Mode (ATM) wide area network and an enhanced Inverse Multiplexing for ATM (IMA) Interface Card, for both the SA 600 and SA 100 Broadband Service Unit. This new IMA card complies with the ATM Forum V1.0 IMA specification, and is available in 4-port T1 or E1 configurations. The card combines multiple T1/E1 interfaces into a single virtual circuit, bridging the gap between T1/E1 and T3/E3, and giving service providers the broadest possible selection of network access options to offer their corporate customers.

The enhanced SA 600 joins the SA 100 as part of an expanding family of Ascend broadband access products that enable service providers to leverage the inherent capabilities of ATM while extending their reach to corporate customers.

Service Concentration / Switching Concentration

From The Press... (Continued)

Your most comprehensive vehicle for sales and marketing information

Recent updates:

In-depth product launch information for:

   Broadband product family

   NavisXtend™ - CNM Gateway and Delivering SLAs

   IP Navigator - Virtual Private Routing

The Global Sales Accelerator Bulletin in PDF format

Competitive Updates, including 3 MAX 6000 Competitive Analysis (Stopping the Competition)

Presentations from the Channel Solutions Tour '98 (International sections)

Collateral Ordering Form (Sales Tools)

International Financing Program

www.ascend.com/accelerator

Evaluation copies of NavisAccess Available

The latest version of NavisAccess™ (v 4.1) is available at www.ascend.com/1908 for downloading on three different platforms: Windows NT, Solaris standalone and HP-UX standalone. These are fully working 30-day evaluation copies. You can download the software off the web or request an evaluation CD and begin managing devices (MAX 6.0 and MAX TNT™ 2.0 code required). **Final Reminder:** the NavisAccess Free Software Giveaway Promotion ends May 31, 1998! Check out the details - www.ascend.com/accelerator

agreement to purchase Frame Relay and ATM switching equipment from Ascend. LCI executives said the company will be adding close to 40 Ascend carrier-class B-STDX 9000 Multiservice Frame Relay and CBX 500 Multiservice ATM switches to its backbone, which will significantly enhance the company's domestic and international data service offerings.

Qwest Announces Aggressive Expansion of its Frame and ATM Service Offerings

Qwest announced the aggressive expansion of its high speed data networking service offerings. Ascend will provide Qwest with carrier-class CBX 500 Multiservice ATM switches, as well as the market-leading B-STDX 9000 Multiservice Frame Relay switches. This new network, managed by Ascend's Navis end-to-end network and service management products.

GTE Internetworking selects Ascend to help build new ATM/Frame Relay data network

GTE Internetworking, a division of GTE Corp. and one of North America's leading providers of Internet access and value-added services, today announced an agreement with Ascend Communications, Inc. to build the ATM/Frame Relay service capability of its new GTE Global Network Infrastructure (GNI). GTE will manage this new ATM/Frame Relay network with Ascend's NavisCore™ and NavisXtend end-to-end network management products.

Ascend's First Quarter 1998 Financial Results
Ascend reported financial results for its first quarter ended March 31, 1998. First quarter net sales were $305.1 million and net income was $52.4 million. Compared to the fourth quarter of 1997, these results represent sequential quarterly growth in net sales and net income of 4.3% and 10.1%, respectively.

Full Press Releases: www.ascend.com

Calculating ROI on your Ascend Co-op Promotion

To plan and implement successful promotions for Ascend or any other product, you need to know what has worked well in the past. Return on investment (ROI) is the best way to measure the effectiveness of a promotion. ROI compares the amount you spent on the promotion with the amount of sales it generated.

ROI measurement begins with determining the time period to be measured and calculating the total promotional costs. Normally, you should measure your sales during the time period of the promotion and in some cases, for some period after the promotion. The appropriate period will depend on the nature of the promotion. An advertisement in a monthly magazine, for example, will generate sales during the month of its publication plus a few weeks afterward. A direct mailer will generate sales for a period of a few weeks. A trade show will usually provide leads that are followed up after the show.

Now you are ready to do the simple calculations. Lets say you ran an advertisement in a magazine that cost $1,000. During the time period of the promotion you sold 200 units of Ascend product at $200 each, while normally over the same time period, you would expect to sell 50 units. Your margin on this product is 30%. Therefore, you sold 150 additional units at $200, for incremental income of $30,000. With 30% margins, your incremental profit is $9,000. Since your investment was $1,000, this figures to an ROI of 9:1 (sometimes also expressed as 800%). Although figuring ROI can be more complex than these simple calculations, this quick overview can help you start measuring the success of your co-op promotions.

Next Month: New Co-op Tools

Ascend Credit Corporation Launches International Financing Program!

Ascend is proud to introduce the International Financing Program for Ascend customers, resellers and distributors with an option to finance at competitive rates and terms. We are pleased to extend loan options to your customer base.

Ascend offers this program to:
· Creditworthy companies who have solid equity and profitable operations
· Smaller or new customers who can obtain an approved bank guarantee

What can we offer?
· 100% financing with competitive rates
· Terms from 6 months to 5 years
· Quarterly, semi-annual and annual payments available
· Bullet (one time) payments are available for 1 or 2 year terms
· Minimum transaction size is $250K (exceptions can be made if this will be an ongoing financing relationship)
· Quotes are denominated in US dollars (although quotes in other currencies can be made on request)

How do we begin the financing process?
· Customer or sales representative should fax the one page application to Ascend Credit Corporation. We will then evaluate and extend a financing proposal to you or your customer as you direct.

Ascend Credit Corporation is very excited about this new program. We strongly believe this program will be an excellent sales tool. For more information, call 510.747.2709 or visit www.ascend.com/accelerator

Upcoming International Events

May 12-14	ATUG	Melborne, Australia
May 19-22	Comdex Infocom	Buenos Aires, Argentina
May	Infotech Windows World	Santiago, Chile
May 26-29	Telenetcom	Zurich, Switzerland
June 2-5	Networking China Expo	Beijing, China
June 3-5	Networld+Interop Tokyo	Tokyo, Japan
June 2-5	CommunicAsia98	Singapore
	NetworkAsia98	Singapore

General Contacts

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Credit / Payments			
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Claire Fenner- EMEA Orders	44 1252 360019	44 1252 360001	Claire.Fenner@ascend.com
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Reseller On-Site Technical Training, Sales Training Contact your Ascend Regional Office for schedule and information			

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For additional information visit www.ascend.com/accelerator or email air-info@ascend.com

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).

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Spanish	+33 (0)4 92 96 56 75	Italian	+33 (0)4 92 96 56 76
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Asia Pacific (APAC Support) Center

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Within Australia	1 800 284 001		
Japan Support Center	http://www.ascend.co.jp/support/	info@ascend.co.jp	

Navigating the Global Sales Accelerator Web Site

What will you find while navigating the Global Sales Accelerator?

Products and Services - offers presentations, FAQs and other product information on the Remote Access and Core Switching products.

Programs section - includes information on Special Promotions, Co-op Marketing, and Marketing Tools.

Stopping the Competition - provides competitive analysis which aids in effectively positioning Ascend products.

Training & Events - details information on training programs, seminars, and trade shows.

Sales Tools - provides sales reference materials which explain how to target specific customer and market segments, define Ascend solutions and applications, and provides customer case studies.

Technical Resources - provides White Papers, Resource Guides, FTP Sites for software information, and links to the Technical Assistance Centers.

Site Map - helps you understand the layout of the site and find what you need.

Contact Us - provides Ascend contact information. If you have technical questions about the site, you can address those here.

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