

Denise Cosgrove Bassett
10886 East Ludlow Drive, Scottsdale AZ 85255, (480) 893-6817
cosgroveconsulting@cox.net, www.cosgroveconsult.com

Ms. Cosgrove Bassett's expertise includes Business Continuity Planning; project management; strategic telecommunications reviews; product development and marketing of telecommunications outsourcing solutions; defining business processes for IT organizations; network design and implementation of voice processing and voice response systems; and network optimization, design and implementation.

Representative Consulting Engagements

Business Continuity & Disaster Recovery Planning Engagements:

Global Financial Services Company (American Express Company – Phoenix, AZ)

As a member of the Global Business Continuity Planning (BCP) governance team, co-managed global projects including: the Business Impact Analysis, the annual Crisis Awareness Preparedness Week, the Executive BCP Test and the annual BCP Conference.

Financial Services Company (Charles Schwab & Co., Inc. Phoenix, AZ)

Participated in a business continuity planning project within the IT organization. The project scope included the development of a project plan to build out Schwab's vendor-provided cold site on the East Coast. Analyzed hardware inventories and architectures at two computer centers to identify the critical subsystems. Assisted in constructing a baseline configuration to support the critical subsystems needed in a cold site configuration. Developed a Vendor Drop Ship Agreement and process guides to assist Schwab in negotiations with their primary IT technology providers. Researched the Business Continuity Industry, and identified additional recovery strategies in a white paper.

Insurance Company (USAA - San Antonio, TX)

Co-managed business continuity planning sub-projects (as part of an I/T Recovery Support Program) for two I.S. departments - Network Services and Workstation Services. The project scope includes the recovery of the company's entire network capability, supporting the Home Office Campus's 11,000 employees and all remote US and European locations; and all communications and desktop technology required for recovering 2,000 critical users at several remote USAA offices. Conducted an assessment of the desktop environments, all telecommunications systems, voice/data WAN and LAN (MS NT & OS/2 servers) environments. Defined technology recovery requirements for the critical business processes. Developing recovery strategies, including a cost/benefit analysis, a strategy implementation plan, recovery plans and a plan maintenance program.

Financial Services Company (AmeriCredit Financial Services, Inc. - Fort Worth, TX & Phoenix, AZ)

Developed network recovery strategies and recovery plans for this company's Texas headquarters and Phoenix call center. The project includes definition of the technologies required for recovery of critical business processes and identification of critical network systems and recovery configurations. The project scope includes the recovery of the company's entire enterprise network capability, supporting several hundred U.S. branch offices and three call centers. Conducted an assessment of the all telecommunications systems, (Rolm PBX & Melita Predictive Dialer) voice/data WAN, LAN environments and connectivity to an AS/400.

Multinational Bank (ABN/AMRO - Chicago & New York)

Developed a Voice Communications Recovery Strategy in conjunction with a Corporate Business Recovery Planning project being conducted in the Treasury department. Voice communications recovery requirements were identified for Treasury's front office and back-office business users that included hardware, software features and network services. Consulted with the Bank's existing vendors to develop recovery solutions for DID and 800 network services. Developed a Work Area Recovery solution to support the recovery of critical business functions at a Comdisco Recovery Center. Managed Comdisco personnel in implementing the recovery strategy at the recovery center.

Investment Banking Company (Goldman Sachs - Chicago, IL)

Developed a LAN recovery plan for this company's Chicago office. A review of the current LAN configuration was conducted that included an identification of existing and future applications, hardware and software configurations (IBM Token Ring, OS/2 LAN Server), and existing backup procedures. Identified Disaster Recovery requirements for the LAN and developed backup and restore procedures. The Disaster Recovery Plan was input to CompAS, a disaster recovery planning tool.

Financial Institution (Principal Financial - Des Moines, IA)

Assessed this company's voice communications systems' survivability and recoverability for their corporate campus. Determined whether vulnerabilities existed in the primary and secondary support systems, and what affects these would have on the system's ability to support their business in a disaster. The project encompassed the local switching and processing systems (AT&T System 85s, Audix and Talx VRUs) and transport systems (AT&T, US West, and fiber providers) used by eight buildings. Performed a single-point-of-failure analysis and assessed backup and redundancy capabilities of all voice network hardware and services.

State Government (State of Minnesota - St. Paul, MN)

Developed a data network recovery strategy for this Midwestern State's main data center and Network Command Center. The project included identification of critical network systems and the required recovery configurations. These critical systems included Comten and IBM FEPs, Codex X.25 switches, Cisco routers, Newbridge multiplexers, various network management systems, connectivity to Advantis and Internet, McData terminal controllers, and various protocol converters. All major network facilities, including three T3 pipes and assorted dial-up lines, were rerouted to the Computer Recovery Center on the East coast, by implementing an automatic transfer arrangement with the appropriate service providers.

Major Packaging Manufacturer (Packaging Corporation of America- Evanston, IL)

Developed a data network recovery strategy and Recovery Plans for this national manufacturer's corporate data center and 100 remote plants. The Plan encompassed the recovery of an IBM ES/9000 and four AS/400s at the corporate data center and eight regional AS/400s, at a Comdisco hot-site. The Plan supported all wide area connections and a variety of protocols including 3270 and 5250 and PC dial-up traffic.

Multinational Information Services Provider (Information Resources Inc. - Chicago, IL)

Assisted this company in developing a data network inventory and recovery strategy. The network strategy addressed both the networking needs of a processing outage and a network service interruption. Standard descriptions for the inventory data, including all data communications hardware and circuits, were defined and input to an automated tool called Graphical Networker. Circuit configuration and routing information was confirmed and single-points-of-failure were then identified. Recovery alternatives, with associated budgetary costs, were identified for each failure point and an overall network recovery strategy, with an implementation work plan, was recommended.

Canadian Government Agency (Ottawa, Ontario)

Assisted this large services supplier in developing a data network recovery strategy for two data centers. The strategy addressed both the networking needs of a processing outage and a network service interruption. Confirmed circuit configurations and routing information and identified single-points-of-failure. Evaluated recovery alternatives from local service providers, including detailed designs and costs, for each failure point. Identified recommendations for upgrading circuit and hardware configurations that were required to support the proposed recovery alternatives.

Research and University Hospital (Mayo Clinic - Rochester, MN)

Assisted this hospital in a two-part project. Reviewed the hospital's plans to implement an FDDI network. The review focused on current and future wiring plans. Future technologies (FDDI and ATM) were evaluated and compared for recovery capabilities. During the second half of the project, a network recovery strategy was developed as an interim solution to the FDDI implementation--which was two years away. The strategy included three alternatives that were identified, evaluated and a budgetary cost estimated. The hospital had 12,000 users throughout 17 campus buildings. The users had connectivity to IBM, DEC, Tandem, and Stratus processors through the use of PCs on Local Area Networks and terminals. An implementation work plan was developed for completing a detailed design for the chosen recovery alternative.

Vision Care Products Manufacturer (Alcon - Dallas, TX)

Assisted in the development of a PBX disaster recovery strategy for this large manufacturer of contact solutions and lenses. The strategy encompassed the campus setting headquarters, with approximately 10 buildings connected by two Rolm PBX. Identified possibly points of failures and disaster scenarios, defined potential recovery facility options and estimated costs for the recommendations.

IT, Telecommunications & Networking Engagements:

Global Financial Services Company (American Express Company – Phoenix, AZ)

For the Network Infrastructure organization, managed site migrations to a new Global Wide Area data network with a scope of 1,700 sites. For the Network Infrastructure Engineering organization, managed global implementations fo McAfee's ePolicy Orchestrator and Policy Auditor solutions and Cisco's host-based intrusion prevention security solution to midrange and end-user computing systems. Managed a product evaluation of data leakage security solutions at the data network gateways and end-points. Managed CISO's Security Awareness Training Program delivered to 90,000 employees and vendors in 9 languages. Supported the Regulatory & Compliance team in several US Federal regulatory and international audits.

Major National Bank (Wells Fargo Bank, San Francisco, CA)

Managed three concurrent telecommunications optimization projects. Identified nearly \$1.4M in ongoing annual expense reductions. Project scope included voice telecommunications circuits in approximately 200 Bank locations in 13 states. Developed project plans, status reports, equipment budgets, resources models, project process and procedures and interviewed and assisted in project team recruiting.

Financial Services Company (Charles Schwab & Co., Inc. Phoenix, AZ)

Documented technical procedures for major IT Storage Management initiatives. Procedures for HSM, SMS and Catalog systems were developed.

Global Computer Manufacturer and Services Provider (Unisys Corporation, Blue Bell, PA)

Participated in product development and sales activities of a new Telecommunications solution for the Global Telecommunications Services division. The solution, comprised of strategic partnerships with a VNO, CLECs, and a telecom audit provider, offered: significant cost savings for long-distance & LEC services, and automated telecommunications audit and unified billing capabilities. Developed the initial business case for Unisys management. Developed the organizational process/roles for the new service offering and assisted in recruiting activities. Developed the client conversion methodology. Supported Unisys sales teams by providing lead sources, meeting with prospective customers, qualifying opportunities, completing discovery, responding to RFPs and generating proposals. Identified and managed a Lead Generation Program with an external marketing firm. Assisted in the development of an on-line questionnaire and ROI Calculator that was published to 5,000 IT managers. Managed project budgets and status reports.

Mutual Fund Company (Phoenix Mutual - Hartford, CT)

Conducted a review and competitive assessment of the company's customer service organization to identify functional and technical deficiencies. Developed recommendations for improving call center operations that included implementation time frames. Recommendations focused on the utilization of enhanced voice processing technologies and process re-engineering within the call center from an industry trends perspective.

Insurance Company (ALAS - Chicago, IL)

Performed a vendor selection for the telephone system and wiring infrastructure to support the company's relocation plans. Worked with the architects and building contractors to identify wiring and power requirements. Conducted interviews to identify user and system requirements. Performed a traffic engineering analysis to identify the voice system configuration. Developed the telephone systems and wiring infrastructure selection criteria and evaluated the vendor responses. Conducted a cost/benefit analysis for intelligent wiring hubs to support the company's data network.

Investment Banking Company (Goldman Sachs, New York)

Conducted a planning project in conjunction with this company's current Computer/Integrated Telephony initiatives. During this project, current and planned enhanced voice processing applications were reviewed and prioritized as tactical or strategic implementations. Several technology alternatives, such as Octel's PowerCall and Northern Telecom's CompuCall, were evaluated at a high level to determine their feasibility for supporting these applications. Design issues and implementation approaches were also outlined.

Major Texas Retail Bank (Team Bank -Dallas, TX)

Performed a telecommunications department organizational and operational review that focused on both voice and data communications. The existing MIS organizational structure, functional responsibilities and current manual/automated control methods were evaluated. A revised organization, including staffing level requirements, was developed. Other recommendations included a plan for conducting a physical inventory of all communications systems bank-wide and a strategy for implementing a network management system.

North American Collections Agency (Financial Collections Agency - Montreal, Quebec & Chicago, IL)

Conducted a strategic plan to optimize the voice and data network of this Montreal-based Corporation. The engagement also involved the development of a plan to consolidate the Tandem computer operations of the firm. Work included a detailed analysis of the existing voice and data network configurations, a study of available service alternatives, and a data Network analysis between Tandem VLX and TXP nodes. Analyzed existing network line capacities using MESURE and CMI. Other technical aspects included an analysis of existing MCI, AT&T service offerings, AT&T, Northern Telecom and Mitel PBX systems, and the Tandem VLX and TXP operations of the firm. Recommendations were made that led to cost savings. A network management strategy for the recommended network was developed.

Telecommunications Service Provider (Qwest, Phoenix, AZ)

As a member of a product development team in the Retail Markets division, developed the Managed Services offering. The outsourcing product is comprised of voice, data, desktop and professional services solutions from Qwest and other leading high technology partners. The projected five-year revenue is \$200 million. Conducted presales activities that included qualifying, designing solutions and presenting to executive management teams at various Fortune 1000 companies. Performed evaluations of packaged software solutions for TMN-compliant telemanagement, customer care and billing applications that would become the foundation of the Managed Services' offering. Developed a prototype of Clarify's Comm Center and Amdocs' billing products. Documented product sales life cycle from the engagement phase through customer transition. Conducted competitive research on the outsourcing industry. Performed project management including the maintenance of project budgets, status reports, and updating task orders.

Qwest Managed Services Sales & Marketing

Conducted presales activities that included qualifying, designing Managed Services solutions and presenting to executive management teams at various Fortune 1000 companies. Assisted a Qwest account team in responding to a Request for Proposal from a large Banking institution to supply Voice Managed Services. Participated in the bidders conference and preparation of the response. The response included a financial analysis, analyzing the current process and technology environment, developing staffing models and presenting to client management. Participated in contract negotiations with the client.

Qwest Managed Services Transition Project

Managed a second transition effort to convert 1,000 newly acquired bank locations to the Voice Managed Services model. Assembled the Transition Project team, developed and executed project methods and procedures, developed a staffing model and hired personnel. Acted as the primary contact to Bank executive management.

Qwest Managed Services Centrex Project

Conducted a Telecommunications Operations Analysis project of a Centrex support organization to determine the requirements for converting to the Voice Managed Services model. Documented the entire operational process, including workflows. Identified possible design options to meet the business requirements. Developed recommendations and presented to Qwest Managed Services management.

Qwest Managed Services Operations Project

Designed and implemented the Program Management Office (PMO) for the Qwest Managed Services Bank engagement. Created several key functions including: Program management, Program administration, Issue and Risk management, Process Documentation, Quality management and a Communications Plan.

Semi-Conductor Company (Amkor Electronics - Chandler, AZ)

Provided project management for a multi-million dollar strategic project to select and implement an Enterprise Resource Planning (ERP) system. During the system selection, provided project management and technical expertise for the requirements analysis, competitive bid development, and evaluation of SAP R/3, Oracle Applications and Baan Triton IV ERP software systems. Assisted in implementation planning for the design and implementation phases. The scope included an enterprise-wide SAP solution in Amkor's U.S., Philippines and Korean offices and factories. Planning activities included the development of a business case, executive management presentation, project budget, work programs, implementation timeline and team resource planning.

Midwestern Medical Center (Northwestern Memorial Hospital - Chicago, IL)

Managed a feasibility project to determine the financial impact of in-sourcing this hospital's voice communications systems and maintenance infrastructure. Current voice communications costs were developed from the service providers billing. Current hardware and software configurations were identified for the NT SL-100 and SL-1 PBXs, Octel Aspen voice mail, StarTel Answering Service, overhead paging and radio paging systems, patient cable TV service, and all network facilities. A Conceptual Infrastructure Design was developed from this information. Budgetary costs were generated for replacement systems and the staff resources required for a new voice communications maintenance organization. Recommendations were developed for the new Telecommunications Services Infrastructure.

International Chemicals Manufacturer (HB Fuller - Minneapolis, MN)

Managed a feasibility study and vendor selection to support the telephone system, voice mail system and wiring infrastructure requirements at this manufacturing facility. Identified areas within the organization where enhanced voice processing technologies could be implemented to increase productivity. Designed ACD functionality in the Customer Service Department. Developed a Request for Proposal and conducted a Bidder's Conference and site survey. Evaluated vendor responses and conducted a cost benefit analysis. Developed vendor recommendations and an Implementation Plan.

Major Publishing Company (Madden Graphics/Philip Morris - Chicago, IL)

Identified the voice processing systems and functional requirements to support a large client's fulfillment program. Performed a vendor selection for an interactive voice response/recognition system, PBX system, voice messaging system, voice and data wiring infrastructure, and an Automatic Call Distributor (ACD) system. Assisted in the design and implementation of these systems. This included coordinating integration testing between the PBX, voice response systems, and the IBM token ring connections to the fulfillment application on an IBM AS/400 computer. Designed a customer service call center utilizing integrated ACD functionality. Evaluated network services proposals from AT&T, Sprint and MCI to support the enterprise-wide communications requirements.

Quick Service Chain (KFC - Louisville, KY)

Developed an information technology architecture and the related standards to support an Open Systems directive to be implemented enterprise-wide. Defining the architecture involved piecing together all Open Systems elements including: a relational database, a RISC based hardware/operating system platform, a graphical user interface, communications interfaces, and application development and end-user productivity tools. A high-level analysis was conducted in which various vendor products were evaluated for each architectural component.

State Government Voice Communications Review (Commonwealth of Kentucky - Frankfort, KY)

Evaluated a state government voice communications environment. Included an investigation of possible alternate approaches for meeting voice communications needs based on current and future functional requirements. Performed a cost/benefit analysis of possible alternatives including cost estimates for PBX replacement systems, associated service agreements and Centrex services.

Major Long Distance Service Provider (AT&T - Morristown, NJ)

Developed a voice product line strategy for an internal telecommunications organization whose primary function is to provide communication products and services to 4,000 company locations worldwide. The customer market was defined and segmented by communication requirements and applications. Components included in the strategy were: product positioning, marketing/sales, pricing objectives, and a business plan for forecasting customer demand and budgeting purposes.

International Utilities Holding Company (UtiliCorp - Kansas City, MO)

Performed a high-level strategic review and validation of the results of two Corporate Telecommunications Studies. This involved an in depth analysis of proposals submitted by AT&T, Sprint, and MCI for a virtual private network and several PBX and voice messaging system proposals from AT&T, Northern Telecom, ROLM, and Octel. From this analysis, unresolved issues and outstanding information requirements were identified and an implementation approach defined. A cost benefit analysis was performed before selecting the appropriate vendors.

Big "6" Accounting Firm (Arthur Andersen Worldwide - Chicago, IL)

Identified design requirements for a mainframe based voice traffic billing and cost allocation system to be implemented at major U.S. and European offices. Analyzed networking capabilities of existing telephone switching equipment at these locations.

West Coast Recording Company (Motown Records - Los Angeles, CA)

Conducted a Telecommunications Requirements Analysis for this company's headquarters location that focused on improving telephone system functionality and reducing system hardware and network costs. Evaluated system reconfiguration costs.

Large General Merchandise Liquidator (Pic N' Save - Carson, CA)

Performed a vendor selection for the telephone and voice mail systems to support voice networking requirements at several corporate sites. Identified the system design specifications to be included in the Request for Proposal. Evaluated Vendor Proposals for several PBX systems and Centrex Services. Performed a cost/benefit analysis that compared purchase versus leasing options. Conducted contract negotiations with chosen vendor. Developed an implementation schedule that outlined vendor/customer responsibilities. Coordinated the installation of all network facilities including DID, FX, WATS, tie lines and data circuits. Coordinated the end-user design of the Northern Telecom SL-1 and Meridian Mail Systems and assisted vendor personnel in troubleshooting and post-cutover activities. Provided end-user training for client personnel during the installation.

International Holding Company (Whittaker Corporation - Los Angeles, CA)

Conducted a Telecommunications Optimization Project for this company's sixty locations. Analyzed voice traffic volumes and evaluated tariffs of AT&T, Sprint, MCI and Allnet long distance services. Completed traffic-engineering analysis of WATS, Foreign Exchange, and tie line services. Conducted cost feasibility studies of AT&T two-tier equipment leases versus PBX replacement systems. Provided cost-savings recommendations to client management, coordinated installations of the facilities recommendations, and verified the results after implementation.

General Background Information

Ms. Cosgrove Bassett received a Bachelor of Arts degree in Art History from University of California at Los Angeles. Ms. Cosgrove Bassett has worked in the information technology and communications industry for twenty-five years.