

# The Insider's Digest

*the premier monthly newsletter for the Yellow Pages operations expert*

June 7, 2004

## Yellow Pages I.M.A.-ELITE<sup>SM</sup> Electronic Graphic Transmission Update

Hats off to SBC and American Directory Systems for being the first companies to use the **ELITE** Graphic System for production. SBC went "live" with American Directory Systems (ADS) as of May 17, 2004.



SBC Directory Operations has implemented **ELITE** for graphics on a limited basis in the West Region which includes Publisher codes 0829, 0836, 0514. Upon completion of their system conversion, SBC plans to accept graphics in the West, Southwest, and Midwest regions from additional CMRs. A future announcement from SBC will address full implementation.

ADS, a National Yellow Pages artwork production service bureau and artwork supplier, and the Advantage Order Processing System are the first vendor systems/services to transmit "live" artwork via the **ELITE** Graphic module and will continue to test with all Publishers.

ADS has served the CMR community for more than 40 years as an artwork supplier and National Yellow Pages artwork production service bureau. The Advantage System is a comprehensive **ELITE** Yellow Pages order processing system and is offered as a joint venture product/service from ADS and Southern Information Services of Atlanta, Ga.

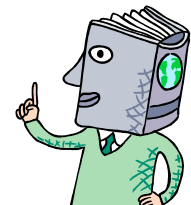
## YPIMA® Addresses CLEC Issues

As part of an ongoing effort to ensure accurate customer listings in the White Pages, a team of CMR, Telco, Publisher and YPIMA representatives recently created educational materials specifically designed for CLEC organizations.

The educational material provides details on the customer listing process flow, the relationship between the customer/CLEC/Telco and Publisher, the responsibilities of the local exchange carrier and Publisher, CLEC/ILEC contact information form, details on the 3235 form and fields that need to be completed by the CLEC and a list of five easy steps for getting their customer in the directory.

The material was provided to the attendees of the Association of Local Telecommunication Service Providers (ALTS) annual conference in Washington D.C. on May 10-11. The conference provided a unique opportunity to increase the CLEC's awareness of its responsibilities in the listing placement process.

Sharon Sweeney, vice president at Nationwide Yellow Pages Service, Inc., and Kathy Roush, vice president of operations at YPIMA also had the opportunity to give a presentation at the ALTS annual dinner on the importance of working with the CMR community.



The educational packets are being mailed to all CLECs listed on the YPIMA home page and are being reformatted for CMRs to use as a "leave-behind" piece for their clients. Watch future Digests for details on the new CMR packets. Questions may be addressed to [Rachel.grimm@ypima.org](mailto:Rachel.grimm@ypima.org).