CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W
ATLANTA, GEORGIA 30335-0300
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04-C-0727

April 14, 2004

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Taxicabs & Vehicles for Hire Hearing Appointment

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint Daylon Lutzenberger to serve as a Taxicabs & Vehicles for Hire Hearing Officer for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Daylon Lutzenberger will serve the position of Taxicabs & Vehicles for Hire Hearing Officer with integrity and dedication.

Sincerely,

Shirley Franklin

Home: 145 15th St., NE
Atlanta, GA 30309
Apt #: 630
(404) 870-0999

Daylon L. Lutzenberger

Senior Manager

Mr. Lutzenberger is a senior manager in the Telecommunications consulting practice of Cap Gemini Ernst & Young in Atlanta. He has over fifteen years experience in the telecommunications and oil & gas industries with significant concentration in establishing and leading the program management infrastructure for large and complex implementation/integration projects. He is currently the Billing & Customer Care Service Line Leader for CGE&Y US. He has been responsible for developing and implementing the TMN Distributed Delivery Methodology Efforts Globally.

His experience has consistently proven his ability to establish and manage the Program Management Ooffice for telecommunications companies. With daily CXO interaction, he has consistently proven successful in managing executive relationships and communication. His experience in IT strategy and prioritization has provided an excellent ability to manage IT application portfolios.

He has been responsible for order management/provisioning and billing implementations, custom development, program and project management, process modeling, IT organizational development, IT business planning and strategy development, and LAN implementation in the telecommunications and oil & gas industry. Within the telecommunications area, he has specialized in billing and customer care system implementation.

Relevant Experience (Telecommunications)

- Responsible for developing CGE&Y's Business Transformation Portfolio Assessment (BTPA) a comprehensive and mathematical analysis of two specific Business Transformation Areas (Applications Maintenance/Enhancement/Support and Business Processes) to provide offshore alternatives to dramatically reduce expenses. He has led multiple BTPA's for companies of the past six months.
- Responsible for sales and delivery of all TMN Distributed Delivery Projects with within North America.
- Engagement director responsible for the delivery of multiple distributed development engagements:
  - CGE&Y developed the java/Oracle based Fiber Network management tool for the network organization to store details about the network topology, determine fiber utilization, provide a single view of the entire fiber and related equipment network, and provide a process for LCM and Inter-office planners to store all planning information.
  - The ASIP III project was initiated to enhance DS3 delivery capability by offering standard provisioning intervals for interconnect customers for DS3 service. The determination of DS3 service availability, and the interval in which the service can be provided, is currently a manual process for the Outside Plant Engineering (OSPE) Centers' Loop Capacity Managers (LCM). The FAS application currently supports OSPE in determining availability of DS1 services. CGE&Y will designed and developed an XML based service using BEA Weblogic and an Oracle based repository of all the ASIP-DS3-candidate addresses.

- Responsible for establishing the program management infrastructure and leading a team to implement an integrated billing system (USHA Unicorn & Medusa) into one of the largest Caribbean RBOC's. With a team size of 70+ persons, this complex integration project was focused on establishing the PMO and infrastructure necessary to support a client base of over 7 million subscribers, support 75 interfaces to legacy and external systems, provide data conversion, testing and end-user support.

- Responsible for establishing the program management office and leading the team responsible for development, system testing, UAT and implementation of an integrated OSS/BSS system for a start-up Internet Data Center for a 50+ person team. A project delivered an integrated web based order management and provisioning engine consisting of MetaSolv TBS, Portal Infranet, Cygent and Remedy with integration through Vitria. Mr. Lutzenberger was the overall program manager responsible for leading the project, client interaction, client acceptance and implementation.

- Responsible for establishing the program management office and leading a project to provide an integrated OSS/BSS solution for an IP based network and content services provider. The program included the definition, development/configuration, system testing & UAT and implementation the software. As a significant part of the start-up effort for this company, the OSS/BSS build included MetaSolv TBS and Portal Infranet with a team of 45+ resources. The systems were designed and configured to support a network and data content provider environment. Mr. Lutzenberger was the overall program director responsible for the delivery of the systems, as well as, all business process development and implementation of the systems.

- Responsible for establishing and managing Ernst & Young's Billing Service Line and Solution Center with over eighty resources. Mr. Lutzenberger is responsible for all facets of account sales, solution development and offer management related to billing, staffing, training, and development of billing resources. He created a software solution center focused on accelerating billing implementations around four primary packages - Kenan's Arbor/BP. Daleen's BillPlex, Portal's Infranet, and Saville Express. Through the Solution Center accelerators in package selection, requirements development, configuration, data conversion, interface development, and testing are used to provide complete and rapid solutions. Mr. Lutzenberger is responsible for over 200 billing related resources.

- Responsible for establishing and leading the program responsible for the implementation of a point-of-sale, order management, billing, and customer care system for a Latin America cellular company with 70+ total resources. This project included replacing all legacy systems with Infocellular Converge (Activation, Cash Management, and Inventory Management) and Kenan Arbor BP and OM (Billing, Customer Care, and Order Management). This implementation affected approximately 600 employees and 300,000 customers. Ernst & Young managed all facets of the implementation: change/communication management, interface development, vendor relations, implementation and data conversion strategy, infrastructure (both data center, dealers, and network), method and procedure development, training strategy and execution, and all aspects of Converge, BP and OM configuration.

- Managed the development of an Information Technology Blueprint for call center technology for the Small Business Unit of a RBOC with approximately 30 call centers and 1500 representatives. The IT Blueprint identifies all enabling technologies necessary to fulfill the business goals of the organization, essentially translating the strategy into concrete plans. This blueprint will be used as a three year plan to develop and implement technologies within the call centers and customer service arenas focusing on greater self-service and customer support options.

- Established the Program Management infrastructure for a Latin America cellular startup consisting of more than 100 resources. The program management infrastructure included all management approaches and processes to ensure development success. To provide a comprehensive view for the workplan, all business functions (marketing, network, RF Engineering, human relations, customer care, information technology, finance/accounting) were included.

- Established and managed the implementation of a program management infrastructure consisting of 60+ resources utilizing the Ernst & Young Navigator Systems Series^{SM} (E&Y/NSS) for the consumer services organization within a RBOC to implement fifteen Rockwell Spectrum switches to provide call routing and handling for seventy customer call centers with approximately 6000 representatives. This implementation will increase customer access while balancing call volume among customer care representatives. Additionally, this new switch infrastructure provides the CTI foundation to enable additional services in the future.

- Developed New Product Development PowerPack and Benchmarking Survey for the telecommunications industry. This PowerPack identifies a common approach and design for new product development specific to the telecommunications industry. This powerpack will be used to assist Ernst & Young Consultants in developing NPD processes and organizations within the telecommunications industry. The benchmarking survey has been conducted at four multi-national telecommunications providers and is currently being conducted in another four multi-national telecommunications providers. The results of the survey will be published in 4Q98.

- Managed the development and implementation of a new business initiative process to enable the swift integration and implementation of new lines of business into the technology infrastructure for the consumer services organization of an RBOC. This project enabled products and services to be deployed more quickly to the marketplace with appropriate instruction and customer service support.

- Managed the definition of a current state process model for the introduction of new products utilizing the Advanced Intelligent Network (AIN) infrastructure. This process model contained all activities necessary to deploy a product from idea inception to product introduction and servicing. Once the current state was defined, the client was able to reduce the cycle time to implement the AIN products.

- Managed the definition of the Business Area Requirements for the consumer customer service negotiation system of a RBOC utilizing the Ernst & Young Navigator Systems Series^{SM} (E&Y/NSS). These requirements introduced three new products contributing significant revenue and two new functions to provide better customer service.

- Managed the implementation of program and project management utilizing the Ernst & Young Navigator Systems Series[SM] (E&Y/NSS) into the consumer customer service negotiation system for an RBOC. This implementation included all aspects of business requirements definition and release management. The introduction of program and project management and comprehensive release management enabled products and services reduced the time to introduce new products and services, while ensuring reliability.

Prior Experience

Ernst & Young LLP Senior Manager - Billing Service Line & Solution Center Director (August 1999 – September 2001)

Responsible for identifying, qualifying, and developing consulting opportunities within the telecommunications industry billing area. Responsible for over 200 resources and 4 client engagements.

Ernst & Young LLP Senior Manager - IT Management Consulting (October 1996 - August 1999)

Responsible for identifying, qualifying, and developing consulting opportunities within the telecommunications industry (as identified in the prior section). Developed and managed approximately 75 resources. Responsible for Telecommunications New Product Development service line. Managed all recruiting activities at Auburn University resulting in five hires annually.

Ernst & Young LLP Manager - IT Management Consulting (November 1994 – October 1996)

Primary responsibility for service delivery of projects. Identified and developed client engagements implementing billing and customer care systems.

Mobil Oil Corporation Information Systems Advisor (April 1993 - November 1994)

Responsible for directing and setting all IT resources to meet producing team business requirements. In this position, he instituted performance measures system to assess and track IT services, established IT business planning procedures and financial measures, identified IT opportunities, and developed IT strategy.

Mobil Oil Corporation Supervisor, Desktop Services (January 1991 - April 1993)

Supervisor of seven analysts to provide PC, LAN, and Network support activities for over 400 users in four sites. Responsible for reengineering service offerings and movement to a team oriented approach for support. Directed all facets of hardware, software, and network support. Project leader for a team to develop a strategic vendor partnership to provide PC, LAN, and work station support.

Mobil Oil Corporation Leader, Application Development (January 1987 - January 1991)

Project leader for software application development with responsibility for all phases of development: requirements, analysis, prototyping, development, testing, maintenance, and enhancements. Led development efforts in the CMS/FOCUS, MVS/DB2, and multi-site multi-user dBase III/Clipper environments.

Affiliations/Certifications

Arts Leadership League – Georgia	Board Member
Product Development Management Association	Member
Project Management Institute	Member
American Management Association	Member

Education

Loyola University, New Orleans	M.B.A., Specializing in Organizational Design Member of Beta Gamma Sigma National Honor Society May 1994
Texas A&M University	B.S., Computer Science December 1987

Publications and Presentations

- Presented the Ernst & Young Navigator Systems Series^{SM} (E&Y/NSS) numerous times to executives in the energy, telecommunications, and high-tech industries.
- Presented and explained the Ernst & Young Telecommunications New Product Development (NPD) Power Pack to an internal focus group.
- Authored two articles focusing on Ernst & Young's abilities developing customer care capabilities within the telecommunications industry. These articles will appear in two Ernst & Young publications distributed to telecommunications executives.
- Delivered 'Accelerating Implementations through Center Based Development Model' at Telestrategy's Billing World 2000 in June to over 250 participants.

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First Reading
Committee
Date
Chair
Referred To

FINAL COUNCIL ACTION
☐ 2nd ☐ 1st & 2nd ☐ 3rd
Readings
☐ Consent ☐ V Vote ☐ RC Vote

A COMMUNICATION
BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING DAYLON LUTZENBERGER AS A TAXICABS & VEHICLES FOR HIRE HEARING OFFICER FOR A TERM OF TWO (2) YEARS. EFFECTIVE UPON COUNCIL CONFIRMATION.

Committee	Committee
Date	Date
Chair	Chair
Action Fav, Adv, Hold (see rev. side) Other	Action Fav, Adv, Hold (see rev. side) Other
Members	Members
Refer To	Refer To

Committee	Committee
Date	Date
Chair	Chair
Action Fav, Adv, Hold (see rev. side) Other	Action Fav, Adv, Hold (see rev. side) Other
Members	Members
Refer To	Refer To

CERTIFIED

☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☐ PERSONAL PAPER REFER
PRC AGENDA

Date Referred 4/19/2004
Referred To: PS-LA & C.O.C.
Date Referred
Refferred To:
Date Referred
Referred To:

MAYOR'S ACTION