

833 TOLL FREE NUMBER AUCTION

Bidding Tutorial

Somos, Inc.

Welcome to the 833 Auction Bidding Tutorial!

This tutorial provides an overview of the bidding component for the 833 Auction. Separate tutorials addressing the FCC Form 833 Registration and Application sections is available at <http://auction.somos.com/>.

This tutorial should not be viewed as a substitute for reviewing all of the orders, public notices, rules, and policies regarding the 833 Toll Free Number Auction. The Federal Communications Commission decisions adopting rules and policies for the auction, as well as detailed public notices outlining the procedures, terms, and conditions for the auction can be found on the FCC's website at <https://www.fcc.gov/wireline-competition/competition-policy-division/numbering-resources/833-auction> , through the FCC's Electronic Document Management System (EDOCS) database, and on the Somos website at <https://auction.somos.com/> .

833 AUCTION

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Know the Auction Rules!

This tutorial should not be viewed as a substitute for reviewing all of the orders, public notices, rules, and policies regarding the 833 Auction.

- Download the FCC's 833 Auction Procedures Public Notice (PN) on the 833 Auction: <https://docs.fcc.gov/public/attachments/FCC-19-75A1.pdf>
- Visit <http://auction.somos.com/> for links to this and other important documents
- The PN contains the rules for this auction – it is every applicants' responsibility to read, know and understand them
- The PN lays out timing of steps in the 833 Auction, methods for payments, and procedures needed for participation

833 Auction Checklist

- ✓ Familiarize Yourself with the 833 Auction Rules and Procedures
- ✓ Register to Participate
- ✓ Complete and Submit an Application
- ✓ Provide an Upfront Payment
- ✓ Submit Bids

Bidding Process

Bidding Process Overview

- The 833 Auction will be a Vickrey single round, sealed-bid auction
- A qualified bidder can submit a sealed-bid, which is a bid that remains non-public until after the bidding is complete, for each available 833 number that the bidder wants during a single round of bidding
- The winning bidder for each 833 number will be the bidder that submits the highest bid and will pay the second-highest bid amount for that number

Bidding Process Overview

- Each bid will be assigned a pseudo-random eight digit number at the time the bid is placed
- If a Toll Free Number (TFN) receives two or more tied bids for the highest amount, the winning bidder is the one with the highest pseudo-random number among the tied highest bids. The winning bidder will pay the second highest bid amount, which would be the same as the winning bidder's placed bid.
- If a TFN receives only one bid, the rights will be awarded to the bidder submitting the sole bid. This bidder will not be required to pay anything to acquire the rights to the TFN because there was no second-highest bid.

Bidding Process Overview

- Your upfront payment determines on how many TFNs you can bid, also known as your “bidding eligibility”
- An upfront payment of \$100 per TFN bid is required and must be remitted by November 27, 2019
- Once Somos processes all upfront payments, your upfront payment amount and bidding eligibility will be listed in your *Account Dashboard* under the Payment section
- Bidding eligibility is only viewable by you before and during bidding, but will be made public after the auction closes
- Exceeding your bidding eligibility by attempting to bid on more TFNs than your upfront payment allows will cause your entire bid file to not be accepted

Bidding Timeline

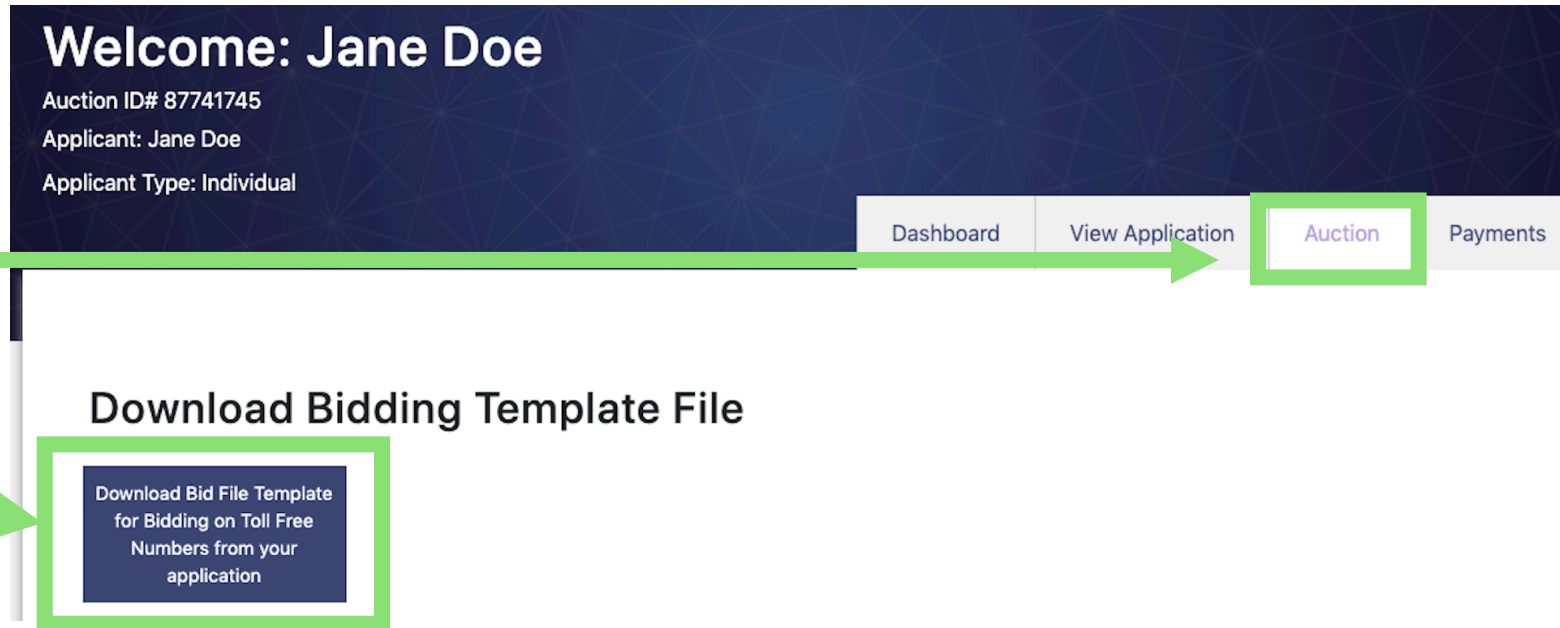
- The auction will take place on Tuesday, December 17, 2019
- The single round will be open for several hours. Somos will announce the start and finish time of the bidding round at least one week before the start of bidding.
- Bids placed outside of the designated time will not be considered
- You are strongly encouraged to participate in the mock auction occurring on Friday, December 13, 2019
- In the mock auction, you will be able to upload your bidding files to ensure they do not have errors

Placing Your Bids

Placing a Bid

Navigate to your *Auction Account Dashboard* in the Somos Auction System and click on the "AUCTION" tab.

Download the bid file which contains the list of TFNs you selected when you submitted your application.



Placing a Bid

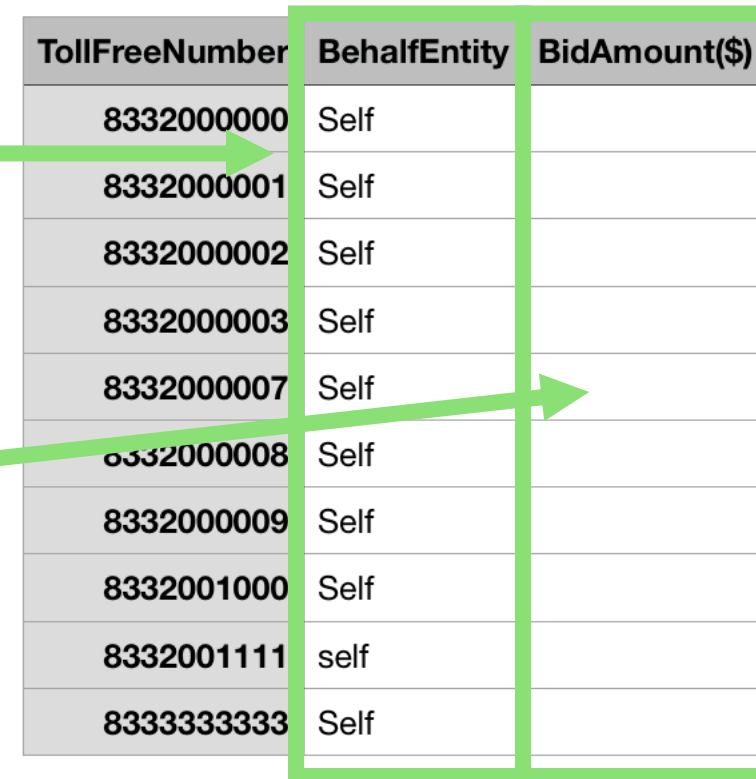
Your bid file also contains the entity on whose behalf you are bidding, or self, if bidding for yourself.

This field should not be edited.

In the bid amount column of the bid file, place a bid next to any TFN you wish to bid on.

Acceptable bid formats:

- \$XXXXXX
- \$XX,XXX
- XXXXX



TollFreeNumber	BehalfEntity	BidAmount(\$)
8332000000	Self	
8332000001	Self	
8332000002	Self	
8332000003	Self	
8332000007	Self	
8332000008	Self	
8332000009	Self	
8332001000	Self	
8332001111	self	
8333333333	Self	

Placing a Bid

- Bids must be in whole numbers only and greater than zero
- Do not put a decimal point after your bid or your bid file will not be accepted
- Your bid file must contain at least one bid
- Delete any TFNs from the bid file that you do not wish to bid on
- Placing a zero or leaving a blank in the "BidAmount" is will be treated the same as deleting the TFN and you will not be considered to have placed a bid on that TFN

Bid File Errors

- The following actions will cause your entire bid file to not be accepted:
 - Your bid file does not include a bid amount for any TFN
 - Attempting to place multiple bids on the same TFN
 - Attempting to bid on any TFN not selected in the bid file that you uploaded with your application
 - Attempting to place bids on more TFNs than permitted based on your bidding eligibility determined by the amount of your upfront payment

WARNING: A bidding error will result in your entire bid file being rejected and you will not have any valid bids!

It is highly recommended that you check your bid file during the Mock Auction to determine if it contains any errors.

Submitting a Bid

Once you have entered the bidding information into your bid file, upload the file to your *Auction Account* by clicking on "CHOOSE FILE".

Once the file is chosen, click on "UPLOAD BID FILE AND SUBMIT".

Live Auction - Upload Bidding File

Choose File No file chosen

UPLOAD BID FILE AND SUBMIT

Submitting a Bid

A bid file submitted with errors will not be accepted and the system will list the errors by line number.

If there are more than ten entries with errors in your bid file, the system will note the types of errors and send the application's contact person and authorized bidders an email with a complete list.

You must fix the errors and repeat the process until you get no errors.

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Live Auction - Upload Bidding File

Invalid BidAmount value '10.65' at row 2.

Toll Free Number '8442000009' is not available for auction.

Behalf Entity 'ABC Corp.' is not specified in your application.

The bid file you uploaded is not a valid CSV file and therefore invalid. Please upload a valid bid file in CSV format.

Choose File No file chosen

UPLOAD BID FILE AND SUBMIT

TollFreeNumber	BehalfEntity	BidAmount(\$)
8332000000	Self	10.65
8332000001	Self	10
8332000002	ABC Corp.	10
8332000003	Self	10
8332000007	Self	10
8332000008	Self	10
8442000009	Self	10
8332001000	Self	10
8332001111	self	10
8333333333	Self	10

Submitting a Bid

Upon submitting a bid file with no errors, you will see a message stating the upload was successful.

The applicant's contact person and authorized bidder(s) will get an email notifying them that a bid file has been submitted.

Live Auction - Upload Bidding File

Download your Submitted Bid File

You have successfully uploaded the Bidding file.

Choose File No file chosen

UPLOAD BID FILE AND SUBMIT

WITHDRAW YOUR SUBMITTED BID FILE

TollFreeNumber	BehalfEntity	BidAmount(\$)
8332000000	Self	100
8332000001	Self	100
8332000002	Self	100
8332000003	Self	100
8332000007	Self	100
8332000008	Self	100
8332000009	Self	100
8332001000	Self	100
8332001111	self	100
8333333333	Self	100

Withdrawing Bids

Withdrawing Bids

- You may withdraw a bid only while the single bidding round is open
- Once the bidding round is closed, you may not withdraw a bid
- In order to withdraw a bid of any TFN, you must withdraw the entire bid file
- Important: If you do withdraw your bid file and do not upload another valid bid file, you will not have any bids considered in the auction

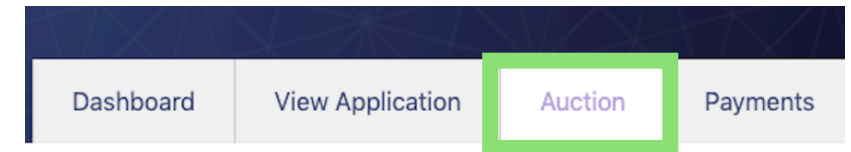
Withdrawing Bids

To withdraw a bid file, go to your *Auction Dashboard*.

Go to the "AUCTION" tab.

Click on the "WITHDRAW YOUR SUBMITTED BID FILE" button.

When the system asks you to confirm your intent to withdraw the bid file, click on "WITHDRAW BID."



Live Auction - Upload Bidding File

Download your Submitted Bid File

Choose File No file chosen

UPLOAD BID FILE AND SUBMIT

WITHDRAW YOUR SUBMITTED BID FILE

Are you sure you want to withdraw your submitted bid?

Please note that unless you upload a bidding file, you will not have any bids.

Cancel

WITHDRAW BID

Withdrawing Bids

- You may submit an updated bid file only after withdrawing the existing uploaded file
- Only someone listed as an authorized bidder in the applicant's FCC Form 833 can withdraw a bid file and upload a new file for that applicant
- When you withdraw a bid, the applicant's contact person and authorized bidder(s) will get an email notifying them that a bid file has been withdrawn

Mock Auction

Mock Auction

- You are strongly encouraged to participate in the mock auction on Friday, December 13, 2019
- Only qualified bidders may participate in the mock auction
- Only someone listed as an authorized bidder in the applicant's FCC Form 833 can upload a bid file for that applicant in the mock auction

Mock Auction

To participate, access your *Auction Account* and click on the “MOCK AUCTION” tab.

Download and complete your Bid File using the “PLACING A BID” instructions stated earlier in the guide.

To save your mock bid file and submit your bid(s), upload the bid file by clicking on “Choose File”.

Once the file is chosen, click on “UPLOAD BID FILE AND SUBMIT”.

The screenshot shows a user interface for a Mock Auction. At the top, a dark blue header displays 'Welcome: Jane Doe', 'Auction ID# 87741745', and 'Applicant Type: Individual'. Below this is a navigation bar with tabs: 'Dashboard', 'View Application', 'Mock Auction' (highlighted with a green box), and 'Payments'. A green arrow points from the text 'click on the “MOCK AUCTION” tab' to the 'Mock Auction' tab. Below the navigation bar, the main content area is titled 'Download Bidding Template File'. It contains a button labeled 'Download Bid File Template for Bidding on Toll Free Numbers from your application', which is highlighted with a green box. A green arrow points from the text 'Download and complete your Bid File using the “PLACING A BID” instructions' to this button. Below this section, there is a heading 'Mock Auction - Upload Bidding File'. Under this heading, there is a 'Choose File' button (highlighted with a green box) and a text label 'No file chosen'. Below the 'Choose File' button is a purple button labeled 'UPLOAD BID FILE AND SUBMIT', which is also highlighted with a green box. A green arrow points from the text 'click on “Choose File”' to the 'Choose File' button. Another green arrow points from the text 'click on “UPLOAD BID FILE AND SUBMIT”' to the 'UPLOAD BID FILE AND SUBMIT' button.

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Mock Auction

A bid file submitted with errors will not be accepted and the system will list the errors by line number.

If there are more than ten entries with errors in your bid file, the system will note the types of errors and send the application's contact person and authorized bidders an email with a complete list.

You must fix the errors and repeat the process until you get no errors.

Mock Auction - Upload Bidding File

Invalid BidAmount value '10.65' at row 2.

Toll Free Number '8442000009' is not available for auction.

Behalf Entity 'ABC Corp.' is not specified in your application.

The bid file you uploaded is not a valid CSV file and therefore invalid. Please upload a valid bid file in CSV format.

Choose File No file chosen

UPLOAD BID FILE AND SUBMIT

Mock Auction

Upon submitting a mock bid file with no errors, you will get a message stating the upload was successful.

The applicant's contact person and authorized bidder(s) will get an email notifying them that a bid file has been submitted.

Mock Auction - Upload Bidding File

Download Most Recent
Successfully Uploaded
CSV File Mock Bidding
Template

You have successfully uploaded the Mock Bidding file.

Choose File No file chosen

UPLOAD BID FILE AND SUBMIT

CLEAR MOCK AUCTION

Mock Auction

You may practice uploading a new bid file in the mock auction multiple times by clicking on the "CLEAR MOCK AUCTION" button and repeating the steps.

Mock Auction - Upload Bidding File

Download Most Recent
Successfully Uploaded
CSV File Mock Bidding
Template

You have successfully uploaded the Mock Bidding file.

Choose File No file chosen

UPLOAD BID FILE AND SUBMIT

CLEAR MOCK AUCTION

Post Bidding

Post Bidding

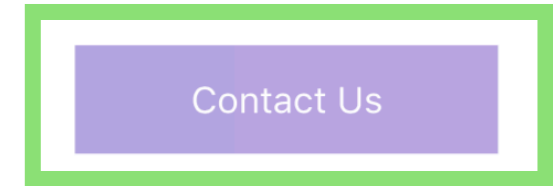
- Winning bids will be announced via Public Notice (PN) posted at <http://auction.somos.com>
- This PN will also include the final payment due (or refund) for each bidder and instructions on how to make final payments
- Final payments will be due 10 business days after the PN is released
- A winning bidder may make its final payment within five additional business days after the applicable deadline, provided it also pays a late fee of 5 percent of the winning bid
- Any potential subscriber that directly participates in the auction and is a winning bidder must declare the Responsible Organization (RespOrg) it will use to reserve the TFN within 15 business days after the PN is released

Need Additional Help?

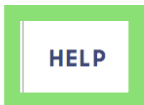
Additional Help

Help is available in different ways through the Somos Auction System:

- Click on the "CONTACT US" link in the right hand menu while filling out your registration or application
- Click the "HELP" tab on the 833 Auction homepage <http://auction.somos.com/>
- Hover your cursor over the question mark next to the field to bring up relevant instructions



ABOUT THE AUCTION PARTICIPATE IN THE AUCTION INFORMATION



Additional Help

Visit <http://auction.somos.com> and navigate to the *Information* page from the top right corner.

From there you can access the FAQs, online tutorials and instructions for the 833 Auction.

ABOUT THE AUCTION PARTICIPATE IN THE AUCTION **INFORMATION** HELP

Frequently Asked Questions

Q: When will the auction take place and when do I need to apply to participate?

The Registration and Application Window Opens on Monday, October 7, 2019, Noon ET. It closes on Friday, October 18, 2019, promptly at 6:00 p.m. ET. Applications will not be accepted after the window closes. The auction will take place on December 17, 2019. Opening and closing times for the auction will be announced.

Q: How can I participate?

The FCC's [Auction Procedures Public Notice](#) provides details on how individuals and companies will be able to participate and what information they will need to provide in their auction application. The 833 Auction instructions and tutorials on this site will

INFORMATION

Auction Instructions

Auction Tutorials

Auction Webinars

Sample Applications

Sequence of Events

Participate in the Auction

FAQs

FCC Documents

Thank you!

Somos, Inc.

Call or Text

Somos Help Desk

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