



*VIA ELECTRONIC FILING (E-mail)*

*July 20<sup>th</sup>, 2012*

Jacklyn Brillig, Commission Secretary  
New York Public Service Commission  
Agency Building #3  
Three Empire State Plaza  
Albany, NY 12223-1350

Re: CLEC filing for BRAZILIAN HELP, INC.  
Docket #12-01510

Dear Ms. Brillig:

Enclosed please find a revised CLEC application for BRAZILIAN HELP, INC. The only difference between this application and the previous one is the removal of the d/b/a. The TCCI form has been filed electronically online. The tariff will be filed electronically online as soon as this client is added to our online profile.

Please acknowledge receipt of this filing by date-stamping the extra copy of this letter and return to us at the address below. Should there be anything that needs revision please contact us so we may amend filing.

Questions concerning this Application may be addressed to me at the contact information below.

Sincerely,

Joseph Isaacs  
Director of Regulatory  
BRAZILIAN HELP INC.

**4274 Enfield Court, Palm Harbor, Florida 34685**  
**Regulatory Consultants and Attorneys**  
**Phone: (727) 738-5553      Facsimile: (727) 939-2672**  
[www.isg-telecom.com](http://www.isg-telecom.com)

NEW YORK STATE DEPARTMENT OF PUBLIC SERVICE

METHOD OF SERVICE FORM

This form should be filed with all new petitions and applications that require action by the Commission. It will allow us to serve you with the Commission decision using the method you select.

Name:	<u>JOSEPH ISAACS</u>
Your Company/Organization:	<u>ISG-Telecom Consultants</u>
Mailing Address:	<u>4274 Enfield Ct., Palm Harbor, FL 34685</u>
Company/Organization you represent, if different from above:	<u>Brazilian Help, Inc.</u>
E-Mail Address:	<u>isaacs@isg-telecom.com</u>
Case/Matter # (if known)	<u>12-01510</u>

If you consent to receive Commission-issued orders electronically, you will receive all Commission-issued documents electronically. If you do not consent to receive Commission-issued orders electronically, you will receive all Commission-issued documents by mail.

Check the box(es) in A or B, below:

A.

I am authorized by the party I represent to grant consent to receive electronic-only service of Commission-issued orders, AND

I, on behalf of myself or the party I represent, knowingly waive the right specified in Public Service Law §23(1) to be served personally or by mail with orders that affect me or the party I represent and consent to receive service of Commission-issued orders by electronic means only. This consent remains in effect until revoked.

B

I do not consent to receive electronic service and instead request that the DPS mail Commission-issued document(s) to me.

Signature: <u>/s/ Joseph Isaacs</u>	Date: <u>7/18/12</u>
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Please note that this form applies to this filing only.

To the extent possible, please file this form in .pdf format.

**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF NEW YORK**

In the Matter of the application of BRAZILIAN HELP, INC. )  
for a Certificate of Public Convenience and Necessity to Provide )  
Resold and Facility Bases Local Exchange, Access & ) Case No. \_\_\_\_\_  
Interexchange Telecommunications Services throughout the State of NY )

**APPLICATION**

BRAZILIAN HELP, INC. (“Applicant” or “BHI”), by its Chief Regulatory Officer and pursuant to Section 99 of the Public Law and Part 17 of the Commission’s regulations, hereby files this Application for a Certificate of Public Convenience and Necessity seeking authority to provide resold and facilities-based local exchange and interexchange telecommunications services, and access services throughout the State of New York. In support of this Petition, Applicant provides the following information as requested on the New York Public Service Commission’s (“Commission”) *Application “Form A” for Certification as a Common Carrier*:

1. Identification of Applicant and principal business office:

Company Name:	Brazilian Help Inc.
Street Address:	225 Cedar Hill Street (Suite 200)
City, State, Zip Code:	Marlborough, MA 01752
By:	Joseph Isaacs, CRO
Telephone:	800-994-0015
Fax:	508-630-2313

2. Certificate of Incorporation and Authority to Transact Business in New York State: Applicant is a privately held corporation organized under the laws of the State of Massachusetts on October 10<sup>th</sup>, 2007. Applicant also has Foreign Authority to operate in New York. A copy of the Applicant's filing of the Certificate of Foreign Authority are attached hereto as **Exhibit A**.

3. General Description of Services to be Offered and How Services would Enhance Competition in the Area to be Served: Applicant is a privately held Massachusetts Corporation that will provide telecommunications services, and through its operating subsidiaries, competitive local exchange, access and interexchange services as well as enhanced voice and data telecommunications services and support services.

Applicant’s services will be available to subscribers twenty-four (24) hours per day, seven (7) days per week, at rates terms and conditions established by Applicant and reflected in Applicant’s tariffs. All services will be

offered and provided in accordance with applicable New York laws and all Commission rules and regulations. Applicant intends to provide all forms of local exchange and interexchange telecommunications services to business and residential customers including, but not limited to: basic exchange services, private branch exchange services, high-speed data, frame relay and Internet-type services, directory assistance, operator service, custom calling features, blocking/unblocking services, directory listings, and emergency calling services.

Applicant requests authority to offer its services throughout the State of New York. Although Applicant initially proposes to provide only resold local exchange and interexchange services, Applicant requests authority to, in the future, also provide such services through its own facilities, the lease or purchase of unbundled network elements from other authorized LECs, or a combination thereof.

3. General Description of Services to be Offered and How Services would Enhance Competition in the Area to be Served, Continued:

Approval of the instant application is in the public interest and is consistent with the U.S. Congress's, the Federal Communications Commission's and the Commission's pro-competitive policies. Among the benefits of Applicant's entry into New York's local and interexchange markets are a) the availability of new innovative services, b) greater value in the provision of telecommunications services accorded to subscribers through lower-priced, better quality services, c) increased consumer choice in telecommunications service and alternative billing options, d) efficient use of existing telecommunications resources as well as increased diversification and reliability in the supply of telecommunications services, and e) additional tax revenues for the State of New York.

4. Description of Plant and System to Be Constructed and the Anticipated Construction Schedule: Applicant proposes to begin offering local exchange and interexchange services on a resold basis. Applicant requests authority to offer facilities-based services in the future. Such facilities may be purchased or leased from other New York certificated carriers, or constructed. At this time, Applicant does not have an anticipated construction schedule.

5. Statement Regarding Acquisition of Customers By Unauthorized Switching: Applicant has never acquired a customer by switching the customer from another company without the customer's authorization.

6. Statement Regarding Complaints or Investigations for Unauthorized Switching: Applicant has never been the subject of a complaint and/or investigation for unauthorized switching of a customer's local or long distance service from one carrier to another.

7. Federal Social Security Account Number and/or Federal Employer Identification Number:

FEIN: 20-1780960.

8. Applicant's Statement Re: Access to Public Safety/Emergency Telephone Services, Access to the Statewide Relay System, Lifeline Service and Compliance with Certain Provisions of the Commission's Order in Case No. 94-C-0095, Issued May 22, 1996, Opinion and Order Adopting Regulatory Framework<sup>1</sup> ("Order"):

As a reseller, Applicant will provide access to public safety/emergency telephone services and access to the statewide relay system through certificated underlying local exchange and interexchange carriers. Applicant will offer Lifeline services to qualifying residential customers.

Applicant intends to comply with the requirements enumerated on pages 30-31 of the Commission's Order as follows:

a. Applicant's facilities-based and resold local exchange and interexchange tariff, effective February 23, 2011 is currently on file with the NY Public Service Commission.

b. Applicant will provide, without undue discrimination or preference, service to any willing customer within the state of New York;

c. Applicant will provide access to public safety/emergency telephone services, support the statewide relay system, and offer Lifeline service through its underlying local exchange and/or interexchange carriers.

c. Applicant will comply with all applicable Telephone Fair Practices rules;

d. Applicant will comply with all applicable Common Carrier Rules;

e. Applicant will comply with the Commission's Statement of Policy on Privacy in Telecommunications, as applicable;

f. Applicant will comply with the Commission's Open Network Architecture (ONA) principles, to the extent that these principles apply to the Applicant;

g. Applicant will provide reasonable interconnections for the joint provision of service to any certified carrier requesting such interconnection under the terms, conditions, and rates set forth in an access tariff to be filed with the Commission; and

i. Applicant will comply with all applicable service quality standards and infrastructure monitoring requirements set forth in 16 NYCCR, Parts 603 and 644.3.

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<sup>1</sup> *Proceeding on Motion of the Commission to Examine Issues Related to the Continuing Provision of Universal Service to Develop a Regulatory*

9. Access to “0”- emergency calls: Applicant will have “0”- emergency calls processes by the ILEC or other “0”- certificated operator services provider. Applicant does not plan to file a petition for “0”- certification of its own.

10. IntraLATA Presubscription Plan: Applicants proposed IntraLATA pre-subscription plan is attached as

**Exhibit B**

11. Correspondence and all communications concerning this Petition should be directed to:

Joseph Isaacs  
% ISG-Telecom Consultants  
4274 Enfield Court  
Palm Harbor, Florida 33634  
Telephone No.: (727) 738-5553  
Facsimile No.: (727) 939-2672

12. Correspondence concerning the ongoing operations of Applicant, after certification is completed, should be directed to:

Jim Merrill  
225 Cedar Hill Street (Suite 200)  
Marlborough, MA 01752

**(Signature Next Page)**

CONCLUSION

WHEREFORE, BRAZILIAN HELP INC., the Applicant herein, requests that the New York Public Service Commission grant it a Certificate of Public Convenience and Necessity authorizing BRAZILIAN HELP, INC. to provide resold and facilities-based local exchange, access services and interexchange telecommunications services throughout the State of New York.

Brazilian Help Inc.

/s/ Joseph Isaacs

By:

\_\_\_\_\_  
Joseph Isaacs, Chief Regulatory Officer  
Brazilian Help Inc.  
% ISG-Telecom Consultants  
4274 Enfield Court, Suite 1600  
Palm Harbor, FL 34685  
Telephone: (727) 738-5553  
Facsimile: (727) 939-2672

Dated: July 20<sup>th</sup>, 2012

**BEFORE THE  
PUBLIC SERVICE COMMISSION  
OF THE STATE OF NEW YORK**

In the Matter of the application of BRAZILIAN HELP, INC. )  
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**EXHIBITS**

**EXHIBIT**

Exhibit A

Exhibit B

**DOCUMENT**

Certificate of Foreign Authority

Proposed IntraLATA Presubscription  
Implementation Plan



**EXHIBIT A**

**Certificate of Foreign Authority**

# NYS Department of State

## Division of Corporations

### Entity Information

The information contained in this database is current through July 17, 2012.

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Selected Entity Name: BRAZILIAN HELP, INC.

Selected Entity Status Information

**Current Entity Name:** BRAZILIAN HELP, INC.

**DOS ID #:** 4271735

**Initial DOS Filing Date:** JULY 17, 2012

**County:** WESTCHESTER

**Jurisdiction:** MASSACHUSETTS

**Entity Type:** FOREIGN BUSINESS CORPORATION

**Current Entity Status:** ACTIVE

Selected Entity Address Information

**DOS Process (Address to which DOS will mail process if accepted on behalf of the entity)**

BRAZILIAN HELP, INC.

225 CEDER HILL STREET

SUITE 200

MARLBOROUGH, MASSACHUSETTS, 07152

**Registered Agent**

NONE

This office does not record information regarding the names and addresses of officers, shareholders or directors of nonprofessional corporations except the chief executive officer, if provided, which would be listed above. Professional corporations must include the name(s) and address(es) of the initial officers, directors, and shareholders in the initial certificate of incorporation, however this information is not recorded and only available by viewing the certificate.

**\*Stock Information**

# of Shares	Type of Stock	S Value per Share
No Information Available		

\*Stock information is applicable to domestic business corporations.

**Name History**

Filing Date	Name Type	Entity Name
JUL 17, 2012	Actual	BRAZILIAN HELP, INC.

A **Fictitious** name must be used when the **Actual** name of a foreign entity is unavailable for use in New York State. The entity must use the fictitious name when conducting its activities or business in New York State.

NOTE: New York State does not issue organizational identification numbers.

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**EXHIBIT B**

**Intralata Pre-subscription Implementation Plan**

## PROPOSED INTRALATA PRESUBSCRIPTION IMPLEMENTATION PLAN

1. Policies
  - A. BRAZILIAN HELP, INC. (“Company”) will in no way restrict, or interfere with, subscribers’ ability to access competitive providers of intraLATA or interLATA toll services.
  - B. All eligible Company end user telephone line numbers will be presubscribed as dictated by the end user assigned to the line.
2. Carrier Information
  - A. Interexchange carriers will have the option of offering intraLATA service only or intraLATA and interLATA service.
  - B. Interexchange carriers will have the option of participating in all market areas or in a specific market area.
  - C. Interexchange carriers will be required to return a completed Non-Disclosure Agreement and Participation Agreement(s).
  - D. Company will not participate in billing disputes for intraLATA service between interexchange carriers and their customers.
  - E. Company representatives will not initiate or accept three-way calls from interexchange carriers to discuss pre-subscription.
  - F. Carriers wishing to participate will be requested to submit Access Service Requests/Translation Questionnaires to the Access Tandem owner and to Company.
  - G. Company will maintain a current list of participating intraLATA toll service providers, including carrier telephone numbers, and will provide this list to customers upon request. All listed intraLATA toll service providers must have an approved toll tariff on file with the Department.
3. Call Eligibility Dialing Plan
  - A. A customer of Company will have calls routed according to the extent Company deploys and offers two-PIC technology in its switches and offers intraLATA toll dialing parity via the two-PIC method.
  - B. In accordance with NYNEX ILP, D.P.U. 96-106 at 14, certain types of calls may continue to be carried by the LEC for completion, rather than be routed automatically to the toll carrier selected by the customer.
4. Network Information
  - A. Interexchange carriers will be subject to such network specifications as may be imposed by Company.
  - B. All originating intraLATA calls will initially be routed via the Local Exchange Carrier (LEC) Access Tandem(s).
5. Customer Contact Information
  - A. To the extent that there are participating Carriers, new Customers will be educated and informed of their ability to select interLATA and intraLATA toll providers at the time they request service from a Company representative. Company will educate its customers by explaining the differences between local, intra- and interLATA toll calls and by clearly notifying the Customer

that he or she may select a different, or the same, Carrier for each call category.

- B. Company's Customer contact representatives will process Customer initiated PIC selections to Company or to a participating intraLATA Carrier. Participating Carriers will have the option of allowing Company's representative to process PIC requests on their behalf.
  - C. For new Customers, Company will accept as a bona fide PIC a selection of "NO PIC" as a choice. Company will ensure that "NO PIC" Customers will have access code dialing capability to reach participating intraLATA Carriers. NO PIC Customers will be informed of their ability to complete intraLATA toll calls via access codes. Company will ensure that NO PIC Customer intraLATA toll traffic is not automatically routed to the incumbent local exchange carrier.
  - D. Company Customer contact representatives will not comment on a Customer's choice of its intraLATA PIC when the Customer contacts Company to change the PIC. Company Customer contact representatives will respond to customer inquiries about intraLATA Carriers in a competitively neutral fashion.
5. Customer Contact Information, Continued
- A. If the intraLATA toll Carrier selected by the customer permits Company to process orders on its behalf, Company will accept the PIC change request.
  - B. Company representatives will not discuss alternative Carrier rates or services.
6. Presubscription Information
- A. Company may not impose a PIC change charge on its customers.
  - B. New line Customers, including Customers adding lines, will have the opportunity to select a participating Carrier, or they will be assigned a NO PIC designation. Customers assigned a NO PIC designation as set forth in this paragraph will be required to dial an access code to reach an intraLATA carrier's network.
  - C. If a Company Customer denies requesting a change in intraLATA toll providers as submitted by an intraLATA Carrier, and the intraLATA carrier is unable to produce evidence that the PIC change was properly executed pursuant to Department and FCC PIC change rules, the intraLATA carrier will be assessed a \$75.00 charge for the unauthorized PIC change and the PIC will be changed as per the Customer's request, in addition to any charges assessed by Company or the underlying Carrier or other penalties authorized by law.
  - D. Interexchange carriers may submit PIC changes to Company via a fax/paper interface.
  - E. Company will process intraLATA PIC selections in the same manner and under the same intervals of time as interLATA PIC changes.
  - F. Carriers will be required to submit PIC changes using the Customer Account Record Exchange (CARE) format via paper medium. Company will provide carriers with PIC order confirmation and reject information using the CARE format. Specific details regarding CARE will be provided to participating carriers.
  - G. For Customers who change their local service provider from the incumbent LEC to Company and retain their incumbent LEC telephone number(s), Company, as part of the CARE PIC process, will provide the selected intraLATA carrier with both the retained (incumbent LEC) telephone number and Company telephone number.