

PRODUCT BRIEF

Application Development Services

Custom Development to Innovate Processes and Help Transform Your Business

For meeting highly specific requirements, building a custom application is often the way to go. Application development from AT&T Hosting & Application Services helps you soar past competitors by accelerating development and enabling innovation.

Do you...

- Need to increase the return on investment (ROI) of your application?
- Want to capitalize on modern technologies for a competitive edge?
- Seek faster development times without compromising quality and security?
- Find that off-the-shelf packages don't fit your needs?
- Lack the access, responsiveness or time you'd like from your internal IT team?
- Fear going it alone... because you tried it before and paid a high price for poor results?

AT&T's application development services can help...whether you seek a new application, are looking to enhance or consolidate existing applications, or need to migrate a system.

AT&T Can Handle Every Phase of Your Project

Our team of experts will coordinate all phases of even the most complex projects – from custom design through implementation, managed hosting and support. Choose any combination of services:

- Consulting to analyze your needs and develop a solution
- Managing the project from start to finish
- Optimizing your code and installing security measures
- Designing the architecture, implementing the application, and migrating your data
- Enhancing and upgrading your application
- Testing your systems' performance
- Hosting your applications and providing continuous monitoring and maintenance

Standardized, Efficient Methodology

An efficient, proven methodology leads to reduced risk. We've developed a standardized approach that allows us to deliver high-quality results on time and within budget.

Drawing on the industry-standard waterfall model of the Systems Development Life Cycle (SDLC) as well as principles from the Agile software development community, our developers collaborate face-to-face with end-users and build in rapid iterations so applications can be quickly tested and enhanced.

The result is applications that are supportable and flexible enough to adapt to changing business needs, while functioning reliably in a structured data center. Our dedication to a quality build gives our clients a sense of security – because they know their applications are available and safe 24 x 7.

BENEFITS

- Accelerate development without compromising quality and security
- Develop a competitive edge using innovative technologies that drive high performance
- Increase productivity by centralizing processes, consolidating steps and automating transactions
- Improve how information is stored, retrieved and shared
- Tap the right expertise; no need to hire in-house staff with hard-to-find qualifications
- Deploy a solution that is sustainable and easy to maintain, saving time and trouble over the long haul

FEATURES

- Ability to deliver next-generation custom applications on time and on budget
- Tried-and-true methodologies for efficient execution
- Experience creating solutions that improve business performance
- One-stop shop for development, application management, hosting, maintenance and enhancements
- Utility hosting service that adjusts capacity on demand, while you pay only for what you use
- Application management and ongoing support to meet your business needs



Technical Know-How Helps Boost Performance

Skilled at over 150 technologies, AT&T's developers have more than a decade of experience building applications that help transform the client's business.

We've created highly flexible customer rewards portals, patient registries, self-service employee systems, online mortgage applications, web-based information repositories and reporting systems and other applications.

Our work has helped companies:

- Centralize processes, consolidate steps and automate transactions
- Use online marketing to more effectively reach prospects

- Develop new channels for sales and distribution
- Heighten customer satisfaction and retention
- Increase the close rate of customer acquisition and sales processes
- Swiftly react to trends
- Boost response times and efficiency
- Move inventory quickly and profitably

Our skills include:

J2EE™

Our team of Sun® J2EE-certified developers and architects has over 12 years of J2EE implementations under its belt as well as deep experience with web-facing technologies built on WebSphere® Application Server.

.NET

As a Microsoft Gold Certified Partner for custom application development, AT&T has the skills to implement and shape Microsoft® .NET, creating the compelling applications users demand.

AT&T Hosting & Application Services (H&AS) combines the power of AT&T's network, hosting capabilities, and application expertise acquired with AT&T's purchase of USI.

For more information call 800.809.3003 or contact your AT&T Representative. Visit us at www.att.com/business.

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