AT&T Connect® for the Financial Services Market
Web Conferencing with Integrated Data, Video and Audio

It’s easier to deliver world-class financial services when you have world-class support. Now your company can do more – and do it better – with AT&T Connect.

AT&T Connect® is a strategic Web, audio and video conferencing solution that can help your company thrive in today’s challenging market. Now you can cut costs, lift productivity and build profitable relationships with better collaboration and customer service.

It’s an ideal solution for today’s lean companies in the financial services industry, where time constraints, budget limitations and scheduling nightmares often make in-person meetings unrealistic. It’s also a convenient service for your customers and associates who prefer to do business online.

Seize a Competitive Advantage
In the competitive world of finance, change happens at a lightning pace. Volatile markets, regulatory reform and evolving technologies continually alter the landscape. Old landmarks vanish in the stream of mergers, bankruptcies and closures; new companies emerge from nowhere to attack your niche in the market. AT&T Connect can help your company compete in these conditions.

Think of AT&T Connect as your strategic advantage – a secret weapon that can stretch your company’s resources and extend your capabilities beyond normal reach. Robust conferencing tools can help knock down silos and break open the gate to global collaboration. Powering your team with the speed to capture fleeting opportunities. The flexibility to respond to unexpected situations. And the cohesion to act as one toward shared goals.

• Deliver innovative, high-touch customer service to build your business and secure your company’s market position
• React quickly to market threats and financial opportunities with mobile, hassle-free conferencing 24x7
• Reduce travel and meeting expenses without compromising service or effectiveness
• Enable time-strapped top producers to “see” more clients and generate more revenue
• Help employees absorb the burgeoning workload by using their time more cost-effectivel

Take your financial organization to the next level with advanced conferencing strategies to help your team work faster. Better. Smarter.

Build Profitable Relationships
Trust. Loyalty. A history of solid performance. In finance, these are the building blocks of profitable relationships. And the only way to earn them is with good communication.

AT&T Connect conferencing helps you bring everyone to the table. It bridges the distance between people with the “up close” feeling and functionality of face-to-face communication. So you can deliver the personal service that sustains relationships and grows your business.

Leverage AT&T Connect for Financial Services
What can you do when your revenue-producing financial professionals are stretched to the limit...bumping against the ceiling of productivity and unable to serve additional customers?

It’s a common problem today as the industry struggles with increasing information overload...regulatory burdens...licensing and continuing education requirements...All while relentless cost-cutting has reduced support staff and internal services to bare-bone levels.
AT&T Connect can help free professionals’ calendars, so they can “see” more customers. And with advanced conferencing strategies, your company can use its resources more effectively – and do more with less:

- Reduce expensive travel and meeting time, improve professional efficiency
- Enable global collaboration
- Integrate remote employees and independent associates into the team
- Enable telecommuting to reduce office OPEX
- Deliver webinars and online training
- Decentralize employees for FFEIC disaster response plan
- Comply with SEC regulations for earnings calls and analyst presentations
- Support company sustainability program by reducing travel

Tap Powerful AT&T Connect Features
AT&T Connect is a company-wide core business program for financial services companies. It can link all your customers, employees, independent partners and other service channels. Whether it’s a simple voice call between two people or a town hall session for thousands, AT&T Connect provides the scalable Voice over Computer (VoC) support that’s appropriate for your company.

Features are so intuitive and easy to use that virtually anyone can collaborate online without special training. Participants can join the voice conference from any land line or mobile phone. Or, they can engage in an integrated conference from a computer, land line or mobile device in more than 140 countries.

Financial-Class Security and Technology
As part of the AT&T Connect service, you can provide customers, employees and others under your business umbrella with the AT&T Connect Plug-in. This software solution integrates with existing IT and telecom systems, company email and scheduling software, and Microsoft® OCS® and IBM® SameTime® applications for Unified Communications.

AT&T Connect helps you maintain regulatory compliance by delivering the highest level of security for your voice and Web conferences:

- Meetings and related materials can stay entirely behind your firewall
- End-to-end SSL encryption ensures privacy of your data
- Full visual participant monitoring prevents hidden listeners with the ability to challenge and expel unknown or unwanted participants within the conferencing environment

AT&T also understands that financial institutions may require tighter security controls. This is why AT&T Connect provides you with multiple deployment options – including a completely on-premise solution where you can implement and manage your own controls behind your own internal firewall.

A Conferencing Leader
In 2009, Gartner placed AT&T as a leader in its Magic Quadrant for Web Conferencing – prime evidence of our strength in the conferencing space. A trusted brand for over 125 years, AT&T has more than a decade of experience in the global enterprise conferencing market. You can have confidence that AT&T will remain a reliable provider thanks to our standing in the industry, financial stability and commitment to our customers.

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