

## PRODUCT BRIEF

# AT&T Synaptic Hosting<sup>SM</sup> Service

## A Pay-As-You-Go, Utility-Based Solution

Imagine having to tune, tweak and adjust your electricity day and night to run your TV, stereo, microwave and hair dryer. And what if it fell on you to select the wires, cabling, switches and infrastructure needed behind the scenes just to plug in and run your appliances? All that time and trouble, when you could be doing better things!

Why not let AT&T supply and manage the hosting infrastructure that your applications run on? Provisioning, installing, updating, patching, monitoring, troubleshooting, backing up, storing, supporting...these activities all burn up resources you could better apply to boosting your business, attracting customers, and serving clients, partners and employees.

### Ground-Breaking Services with the Flexibility You Need

AT&T Synaptic Hosting is a utility-based turnkey hosting solution for the applications driving your business. With this service, AT&T provides a complete, managed IT ecosystem for you to load and run your applications. You can take advantage of a fully on-demand infrastructure or combine it with dedicated components to meet specialized requirements. In addition, our designated support staff will work with you to select the right architecture for your business requirements and help to ensure that your internal and external processes have a hosting environment that's as expandable and robust as you need.

AT&T Synaptic Hosting service uses the AT&T Synaptic Infrastructure<sup>SM</sup>, a virtual IT infrastructure that easily scales up or down

to better match IT capacity with your business's changing demands. This infrastructure is a next-generation utility computing platform that gives each customer their own secure, virtualized operating environment.

The AT&T Synaptic Infrastructure is ideal for companies with fluctuating or hard-to-predict needs. When traffic spikes on your website, our scalable utility architecture expands the storage, network and server capacity, then shrinks back to normal when the rush is over – all protected by a comprehensive managed security solution. You get unparalleled flexibility and pay only for the capacity you use, saving you money... maintaining smooth interactions with suppliers and customers...and helping employees work without interruption.

### Managing Your Complete 'Stack'

AT&T Synaptic Hosting service supplies and tends to your complete application infrastructure, providing a rock-solid foundation for the software that drives your business. You can count on us to build and operate an infrastructure tuned to your specific application needs. The AT&T Synaptic Hosting service includes the licensing, installation and management of the Operating System (OS), web server software, and database software and provides the option of using a virtual or dedicated platform. Take advantage of our hardware, networking, storage and security, our expertise and world-class reputation, and Service Level Agreements (SLAs) that safeguard the availability of your entire environment.

### BENEFITS

- Freedom to focus on unlocking business value
- Efficient, repeatable methods for smooth implementation
- Dramatic drop in provisioning times on our scalable utility architecture
- Savings on hardware, licensing fees and IT operations
- Proven reliable uptime
- Responsive, knowledgeable support staff always available

### FEATURES

- Holistic support from business-focused and technical experts
- Full infrastructure management and monitoring
- Flexible computing and storage capacity with "burstable" pricing options
- Designated support team that provides 24x7x365 monitoring and management services based on your unique requirements
- Up to 99.9% availability
- Feature-rich customer portal for reporting and change management
- Easy upgrades to full application management services



Our optional Application Awareness service for most off-the-shelf software provides key information on the status and health of your applications in near-real-time. We're alerted immediately if issues arise and we can take predetermined troubleshooting steps to resolve the issue.

**Client Support and Operational Expertise**

AT&T's designated support staff are skilled in the latest hosting technologies and well-versed in our tested and proven processes and tools.

**World-Class Customer Support Model**

- The Client Executive acts as a trusted advisor for all day-to-day operational activities
- The Client Technical Lead is a multi-disciplined technical resource who understands and supports all aspects of the client's technical solution
- The Client Support Lead serves as the conduit for all client contact and assumes responsibility for tactical day-to-day tasks
- The Network Operations Center relieves clients from the need to train staff and provide round-the-clock operations in-house

- The Global Operations team is available 24x7x365 to respond to issues and implement changes

**Uniquely Qualified for Managing Your Hosting Needs**

With more than a decade of experience managing, hosting and supporting enterprise applications for customers around the globe, AT&T knows how to manage and operate hosting environments with the features you need.

**The AT&T Synaptic Hosting Service Includes:**

Account Support	A named point of contact with an integral role in service delivery, plus support personnel who provide the right level of help when you need it
Managed IT Infrastructure	Hardware and full monitoring and management of network, servers, operating system and storage. Choice of traditional dedicated configurations or utility computing and burstable "pay-for-what-you-use" options
Portal and Reporting	Anytime, anywhere access to detailed information about status and performance through the award-winning AT&T BusinessDirect® Portal
Data Protection Services	Choice of four classes of service designed to meet your specific recovery-time objectives
Managed Web and Database	Includes licensing, installation and proactive monitoring/management of the web server and database software
Complete Security Solution	Firewall, intrusion detection system, anti-virus, SysTrust and SAS-70 audits
Service Level Agreements	99.5% to 99.9% availability, and response from support team within 15 to 60 minutes, depending on incident severity
Managed Network	Robust connectivity options for Internet and wide-area network requirements
Data Center Facilities	Fully redundant, highly available Internet Data Centers
Application Awareness Service (Optional)	Application monitoring for most "off-the-shelf" software

For more information contact your AT&T Representative or visit us at [www.att.com/hosting](http://www.att.com/hosting).

