Building the Business Case for IP

Making Your Existing Network Do More

All around you, the rules of business are changing – and at high velocity. To stay competitive, today's businesses have to be agile, hardworking and smart; and business owners need a network that's fast, scalable, highly-secure and intelligent.

Are you getting the most out of your existing network solution, or do you feel constrained by escalating costs and overloaded communications channels? Most corporate-managed network solutions are highly complex, involving multiple vendors and requiring a large number of internal resources. As a result, these networks often get cumbersome, becoming increasingly expensive to maintain and slow to respond.

Is your network as smart as it could be? Can you make your existing network better? Is it possible to converge all those complex pieces and parts to make business processes work faster and smarter? There's no need to start over – you can begin the transformation process without leaving your infrastructure investment behind. Prepare for the future – by starting today.

Why is an IP Network Important?

Historically, enterprises managed disparate networks to connect their locations, systems, and customers. Many of these networks, including frame relay, private line, and local and long distance calling platforms are still in use today, and becoming increasingly difficult to manage. These technologies tend to be complex – and they can drain company IT resources.

With the proliferation of additional applications and products that today's businesses need to increase productivity and enhance the management of processes and employees, networks of the past will not support the kind of growth and scalability necessary to move your business forward. You'll also find that sometimes each of these traditional services require different vendors – some local, some national, some global – and can take a great deal of coordinated effort to work together.

While it may seem overwhelming, to consider what it takes (from a network perspective) to meet all the needs of your organization, you'll discover there are a few providers that can help you gather package together the right services efficiently and effectively in a fully integrated, converged infrastructure.

The solution? MPLS-based IP-networking. An IP network is the foundation for your evolution to solutions – and you'll find an extensive array of enterprise products that promise to enable your business, and enhance your productivity. An IP network reduces the complexity of disparate networks, and allows you to scale your business for ever-changing needs and requirements, all while maintaining the security of your infrastructure.

Once you get started, you'll realize that IP networks help you not only run your current business more smoothly, but also prepare you to add and manage additional applications.

The Business Case for IP

Your network may already be overloaded with increasing volumes of data, voice and video, as well as a variety of mobile devices and other equipment. Or, you may be concerned about future expansion and the resulting pressure on your existing systems. How can you go about making sure that you have the tools to meet today – and tomorrow's demands on your network?

- Scalability and Flexibility – Giving you the freedom to enable applications and services on a global basis without sacrificing performance and without the expense of building a larger and more complex infrastructure. Use an intelligent IP platform to become 'application aware' – and prioritize traffic, schedule delivery of data packets and prevent inappropriate applications from taking up valuable network resources.

- Intelligence and Security – Providing network-based security, integrity and service availability across all locations.

- Application Enablement –Turn unique applications into service options for your business. Enable these applications to help you work more effectively and efficiently. Think: VoIP, unified communications, cloud computing and storage, security, and more, all within your IP environment.

- Integration with Wireless – Bring together your network, mobile devices and IP applications to enable your mobile workers to stay connected, and remote employees to be more productive.

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- Management Capabilities – Integrate multiple aspects of your network into a single sourcing managed solution, and stay up to the minute on activity via management tools to conquer emerging technology, improve productivity and maximize your investment.

IP Networks Allow you to Extend Your Enterprise Reach

The majority of the enterprise workforce operates outside of a central corporate headquarters and uses a considerable assortment of devices. IP networks can deliver consistent application performance beyond the boundaries of private VPNs and corporate offices – making operations, reporting and communications perform seamlessly for this "anywhere, anytime workforce" and prepare your business for next-generation applications, business continuity, unified communications services and cloud computing.

AT&T gives you the opportunity to take advantage of IP via our global MPLS network. Add cloud services and other applications, to help you minimize costs and create valuable operational efficiencies. We also provide flexible management options and on-demand tools and resources, so you gain hands-on network monitoring that helps save back-end costs and gives time to focus on your business.

Raise Your Voice

An IP Network allows for the convergence of voice and data, as well as the enablement of additional applications to benefit business. How?

On the back of an IP infrastructure, voice and data seamlessly converge on one platform using Session Initiation Protocol (SIP), giving you the opportunity to adapt and update your voice services to meet changing demands without the expensive resources typically associated with adding transport lines and other equipment. New voice offerings give you the power to allocate bandwidth, take control of unused capacity and integrate voice with other business applications.

For example, the ability to manage multiple voice clients and devices on a single platform offers you the collaboration technology you need to take advantage of Unified Communications (UC). UC combines communications tools like instant messaging, email, conferencing, and voice calling with presence behind a simple, single user interface – all made possible by adopting an IP network.

VoIP and Unified Communications can truly take your business to the next level by integrating streamlined business processes into your daily operations. IP VPN services offer converged networking solutions, offering you cloud computing and access to information almost anywhere with network-ready devices.

Why Wait?

With the changing rules of business, you need a high performance network today – and tomorrow. Not only can AT&T help your existing network do more right now, we can also 'future proof' it by migrating your infrastructure to our scalable IP network. This ongoing evolution to solutions will make your business ready for the future via an intelligent IP platform designed to expand with evolving applications and services. AT&T will work closely with your business to find a unique solution that meets your specific business needs today and tomorrow.

Integrated IP Networking, converged voice and data, advanced applications, Unified Communications, and your innovative plan for growth. What are you waiting for? Transform your business today.

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

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