

Take a service provider journey: Finding a wholesale network to underpin your offerings

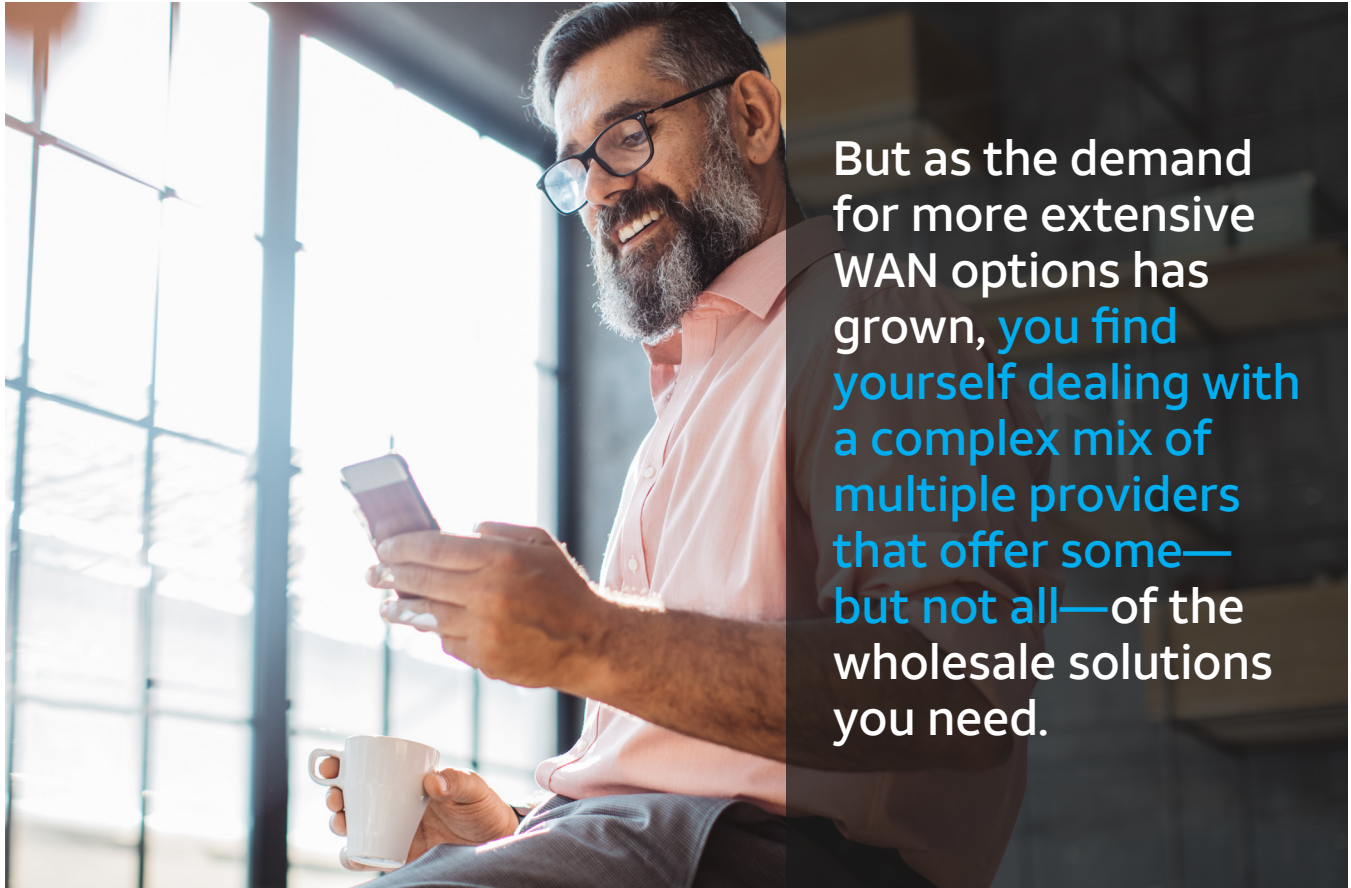


Learn how AT&T enables you to meet end-users' evolving networking requirements

The challenges

Imagine you are a service provider. You own and operate metro area networks in 30 major markets and fiber access to 30,000 buildings. You offer a full-service portfolio across business segments, and rely on wholesale purchases from third-party networks and services to supplement your assets for nationwide coverage. Though you have experienced steady growth for 10 years, you face several challenges that

could harm your bottom line: (1) finding a competitive network partner with the broadest reach to reduce the complexity and hassle of dealing with numerous wholesale providers, (2) finding the technology providers that would help meet shifting enterprise end-users' demand, including SD-WAN offerings, and (3) implementing compatible solutions that are scalable. Unless you can solve for these issues, you face a potential nosedive in revenue.



But as the demand for more extensive WAN options has grown, you find yourself dealing with a complex mix of multiple providers that offer some—but not all—of the wholesale solutions you need.

The demand for WAN

You are also offering Ethernet, Voice over Internet Protocol (VoIP), data and IP networking, and LAN/WAN management and integration. But as the demand for more extensive WAN options has grown, you find yourself dealing with a complex mix of multiple providers that offer some—but not all—of the wholesale solutions you need. Furthermore, many of the solutions fail to provide the necessary geographic reach and compatibility with other solutions.

Recognizing the need to transform your WAN and other service capabilities, you reach out to AT&T Wholesale Solutions.

The solution

After an in-depth consultation and analysis of your market situation, AT&T and you outline 3 primary goals:

- Pivoting towards establishing yourself as a hybrid networking services provider as part of overall corporate and brand strategy.
- Launching managed SD-WAN services by integrating your existing and new OTT solution vendor capabilities in SD-WAN, firewall, and future network function virtualization (NFV).
- Developing dynamic routing policies to determine when and how SD-WAN should integrate with your existing MPLS-VPN and Ethernet WAN services, with new dedicated and/or shared internet connectivity mode.

With the breadth of coverage, depth of connectivity portfolio, and expertise from AT&T, you are able to expand your WAN portfolio and establish the key components needed to deliver SD-WAN solutions. AT&T provides multiple access services across the technology spectrum, as well as highspeed services for backbone/long-haul transport options. This allows you to focus on developing end-user solutions and offerings.

The outcome

Pairing with AT&T has greatly expanded your ability to offer competitive end-user solutions for projects in new markets without significant capital investment.

You are now able to quickly address the immediate need for advanced WAN solutions and establish an infrastructure for future growth. You also find that the wide variety of speeds and service options of AT&T Dedicated Internet and Fiber Broadband enable you to introduce new service options, including IP voice and SD-WAN.

Now you continue to operate and exceed your customers' expectations with a single vendor to supply the connectivity, reach, and compatibility you need.

Why AT&T

The sheer scale of delivery capability. The breadth of experience and product knowledge. Flexibility and convenience offered by a single vendor. AT&T can support virtually every aspect of your networking technologies. We can return your sales force's frequent, and often large volume of, inquiries on service availability in near-real time, through inter-provider eBonding. And, we have the largest fiber footprint in the U.S., so you are strongly supported in more places than ever before.

For more information contact an AT&T Representative or visit <https://www.att.com/wholesale>