



Cloud services for the way things work today

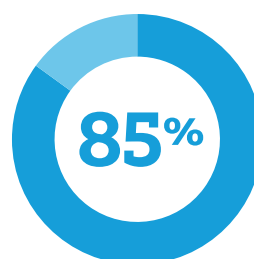
Emerging mega-trends are reshaping some long-standing business principles, and technology is the driving force. IT is breaking out of its old stand-alone silo and working its way into every facet of the enterprise. Tech is changing everything, from strategy and operations to marketing and brand. From customer relations to workforce management.

The explosion of data coming from mobile devices is a genuine paradigm shift, and the impact on IT is significant. With today's broader distributed networks, management is not as simple as securing the premises and keeping your operating systems up to date. Now there are multiple operating systems and apps in the mix, and the mobile end points might not even be computers, since they could be sensors, connected cars or other IoT devices. Today's networks require local and global connectivity that's responsive and scalable.

Data center requirements are changing, too, as organizations migrate toward a cloud-first environment. Moving to the cloud offers clear advantages in terms of reduced capital expenses, increased flexibility and a more

agile business model. But it comes with its own trade-offs. Security and privacy are paramount when your systems are running outside your own environment, and relying on internet connections can be a drag on performance. Downtime may also be a problem, since no provider can promise 100% availability. Some companies are setting up their own private clouds; some are taking a public cloud approach. Many are somewhere in between.

Finally, customer expectations are high, and getting higher. Customers expect a "one-to-one" kind of experience. They want to be talked to, not at. If they're not happy, they'll use social media to let the world know. They expect highly engaging content, available in seconds, wherever they happen to be. And they want to feel confident that their personal information is protected. That's easy, right? You just need to be lightning fast, open, highly secure and engaging.



of enterprises have a multi-cloud strategy¹

At AT&T, we understand the problems you face, because we're helping our customers solve them every day. We've developed a comprehensive solutions framework that can be customized for most situations. We can address:

- ***Simplicity*** – with web-based management for multi-cloud environments in order to reduce service intervals for a variety of options
- ***Security*** – with the built-in security of the AT&T network supported by the physical security of world class data centers
- ***Performance*** – with a scalable global MPLS network for both wired and wireless connections to cloud applications, and service delivery backed by clear SLAs

With AT&T global network offerings, you can connect to computing, storage and other resources in a cloud-based environment. There is no single end-to-end solution, because there is no single enterprise model. With our broad portfolio of services, we can design a solution that's right for you.

Save time and money through colocation

Building a new data center is one way to meet the demand for computing power, but it takes time and up-front investment. Alternatively, you can lease space in a colocation facility. That way you can put your money toward solutions and resources, rather than investing in real estate. Under a colocation agreement, you still own and control your applications, but you don't need to worry about the infrastructure.

The data center is where your private and public environments come together. Whether you're considering a private, public or hybrid solution, AT&T Colocation can be your gateway to the cloud. We have access to more than 300 facilities in 16 countries across five continents.

- ***Redundant power and connectivity***
- ***Integrated cloud and security services***
- ***Multiple connectivity options***

Stay on line with cloud disaster recovery

System outages can be caused by anything from power failures to cyberattacks. And when your systems are down you can't support your customers, send bills or make payments. There's also the risk of collateral public-relations damage, which makes the actual downtime even worse.



The money saved through colocation can be invested in newer technology



You need a reliable, easily recoverable production environment as a back-up, especially if your environment is complex. There may be multiple service providers and technology platforms, in-house and external data centers, custom applications and local backup solutions. You may not have the resources to support an enterprise-wide disaster recovery program that covers all the bases from your employees to your business partners.

Enterprise recovery services from AT&T can define, document and test the recovery process for your entire environment. They can help protect your business, so you can stay online in the event of a disaster.

- *Fully managed*
- *Flexible and scalable*
- *Reduced recovery times*
- *Improved risk mitigation*

Connect more efficiently to cloud service providers

Cloud service providers offer tremendous value in terms of flexibility, simplicity and cost. But incorporating them into your environment takes time and energy, since you'll need to establish a network link to the provider's data center.

However, you can connect directly to any of the providers in our cloud ecosystem from any device that can connect to your AT&T Virtual Private Network (AVPN). AT&T NetBond® for

Cloud bypasses the public internet and connects directly to hardware we've already provisioned. You can protect your traffic all the way from the end user's device to the cloud platform, giving you dependable, high-performance access to cloud applications, as well as faster provisioning times and flexible scaling on demand.

As an AT&T network customer, NetBond for Cloud is fast to deploy and simple to use. It gives you more control over your traffic and reduces the complexity of network management.

- *User friendly, self-service portal*
- *Dynamic network capacity management*
- *Reduced risk of DDos attacks and other cyber threats*

Establish turnkey infrastructure on demand

Selecting the right infrastructure for your business is one of the most challenging issues in IT, since it brings together decisions about performance, access and budget. Some applications may need highly secure, dedicated servers, while others call for scalability and broad user access.

Our virtual data center service gives you the infrastructure you need, on demand, in a public, private or hybrid cloud environment. It lets you access your files and applications running on servers inside one of our own facilities. When



33% of organizations report being hit by a malware or virus attack²

combined with an AT&T VPN, you're taking data security to the next level. You can provide managed network security for your applications, so you can store and exchange information with greater confidence.

Our virtual data centers create seamless, user-specific connections to cloud-based workspaces using any compatible device. It's a flexible approach that lets you choose from VMware, Citrix or other software virtualization options.

- *Cost effective cloud computing capability*
- *Support for audit and regulatory requirements*
- *Multiple connectivity options*

Deliver an optimal web experience

There's been tremendous growth in the number of users, devices, apps and sources that rely on the web for content delivery. And the speed of delivery is the most important success factor. Users will click away from sites that are slow to load.

The AT&T content delivery service offers a faster, easier way to distribute information. It also provides important security tools that can help you grow your business by improving content availability and user confidence. And it can shield your content from the risk of DDoS attacks, since it's being delivered on its own channel.

With easy-to-use online administrative tools, you can decide how to apply rules for content delivery, web performance and cloud security. Whether local, global or in between, our content delivery service gives you the tools and metrics you need to help gauge your results and drive your decisions going forward.

- *Decreased capital and equipment expenses*
- *Increased customer engagement*
- *Reduced site abandonment*

We offer end-to-end delivery capabilities on a global scale, backed by many years of experience in high-performance networking.

To learn more about AT&T hybrid cloud services, visit www.att.com/cloud.



AT&T Business

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¹<http://www.rightscale.com/blog/cloud-industry-insights/cloud-computing-trends-2017-state-cloud-survey>

²<http://www.zetta.net/resource/state-disaster-recovery-2016>

Bring your content closer to your customers, virtually anywhere in the world