

Evolve your IT and networking environment with Network Transformation Services



Let us help you
**transform
your
network**

We offer knowledge and an intimate client engagement model to help evolve your network at the speed of business.

There is a moving target facing IT leaders

IT leaders are tasked with building and maintaining a comprehensive IT/networking infrastructure that can be leveraged for future innovation. The sticking points are the dynamic nature of business and the continually evolving state of technology. Your business goals and requirements fluctuate as you expand to new markets, add and remove lines of business, merge with or acquire other companies, expand geographically, or modify your business plans. These changes drive evolving underlying IT requirements. Meanwhile, the technology tools, products, and

services available to you to support those changes are advancing and changing, too.

Cloud computing and hosted services ease some of the struggles created by these complexities. Depending on the cloud model you use, a third party is likely to host, maintain, and refresh one or more pieces of your compute environment. These solutions are often cost effective for businesses who don't have the time or in-house IT resources to deal with building, securing, and maintaining a particular application or capability. Plus – cloud, hosted, and managed services alone generally don't

Efficiency and optimization of your current infrastructure

- This usually equates to improved ROI. AT&T Business helps you develop a Total Cost of Ownership (TCO) model that is dynamic and produces business outcomes.

Innovation

- Use your infrastructure and set IT policies and procedures to get more out of the infrastructure.

Business transformation

- Transform your organization's business model or infrastructure to support new business assets and functions.

account for the intricate interrelationships between the components of your IT environment. A key example is that they don't offer holistic security as your application traffic traverses network highways to and from the cloud.

Cloud providers' responsibilities generally end at the edge of their cloud; security, maintenance, and accessibility of the roads to the cloud still fall on you to manage.

Piecing the various hardware, software, and network components together into a secure, comprehensive, living-and-breathing IT environment that evolves in step with business changes has become a complex and all-consuming job.

Your top business concerns may include:

- Gaining a better understanding of your network
- Achieving transformation through consolidation, modernization, or virtualization
- Finding the right end-to-end solution to IT and business processes
- Having the ability to easily adapt to business changes
- Maximizing existing IT investments while optimizing costs
- Managing multi-vendor or multi-provider relationships

Network Transformation Services, a unique proposition from AT&T Business, can help!

How is network transformation different?

Most services are static in nature and address one or a few components of the IT and networking environment. By contrast, Network Transformation Services by AT&T Business accounts for the entire infrastructure, including hardware, applications, policies, security, governance/compliance, and hardware. And Network Transformation Services by AT&T Business doesn't represent a single, inflexible offer for specified services that might suddenly become irrelevant to your business when your CEO takes the business in a new direction. Rather, the thrust of Network Transformation Services is to deliver an infrastructure and service set that are flexible and dynamic. Network Transformation

Services also helps you assess aspects of risk and appropriately fill in any gaps. For example, consider critical intellectual property/expertise held by only a few trusted sources within your company. How do you minimize your risk if one of those experts leaves the company, for example? AT&T Business helps you put a plan in place to find another resource to fill that gap to reduce exposure.

How can you integrate network transformation?

- **Efficiency and optimization of your current infrastructure.** This usually equates to improved ROI. AT&T helps you develop a Total Cost of Ownership (TCO) model that is dynamic and produces business outcomes.
- **Innovation.** Network transformation doesn't have to mean making dramatic changes to your infrastructure. But it can allow you to use your infrastructure and set IT policies and procedures in innovative new ways to get more out of the infrastructure.
- **Business transformation.** Network Transformation Services helps you transform your organization's business model or your infrastructure to support new business assets and functions. For example, often, companies are trying to determine how to be more global in reach. In such an instance, you might turn to IP telephony for more cost-effective and dynamic communications and operations, which fully transforms the way you operate internally. Similarly, many companies are growing by acquisition, which presents big systems and network integration challenges. You need a flexible foundation that allows resources to be quickly integrated.

How can we help?

Not everyone is necessarily a prospective transformation customer. Each business is unique. With Network Transformation Services, there are one-off solutions to cover niche needs, whether it's a particular application you want ("as a service", cloud, etc.) or whether you are looking to manage your mobile fleet. We'll help unite your technology,

people, and vision to help your business realize its full potential. For companies with growing and complex infrastructures, however, all the many components are integrated through one core network. Network Transformation Services assembles connected and managed applications, mobility, security, professional services, and infrastructure lifecycle management that together optimize your evolving networking

capabilities. The relationship is developed on a multi-year engagement that includes architecting, implementing, and continually tuning your IT environment as your business grows and as new IT/network solutions evolve. This capability moves beyond much narrower solutions like out-sourcing a few aspects of your business or multi-sourcing arrangements with a myriad of vendors to manage.

What's in a name?

Here's how AT&T Business differentiates between other IT/network services in the marketplace:



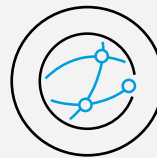
Outsourcing- Contracting certain IT/ networking functions to a third party rather than handling them in house. Often includes representatives of the outsourcing company working on site at your premises.



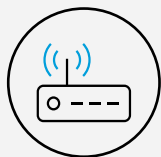
Cloud Service- Similar to a hosted service, but with a usage-based payment model associated with it. It's a network-based service alternative to customer's premises-based hardware and software ownership intended to offload upfront capital and deployment costs and accelerate service provisioning times.



Hosted Service- Moving a function or piece of equipment out of your data center and into a third-party facility, where you access the resource over a network.



Network Transformation Services (NTS) -A mix of any or all of the above services – and others – as appropriate for each customer, wrapped inside ongoing consulting, professional services, and lifecycle management of your entire enterprise networking infrastructure. We are focused on the holistic management and security layer of your IT operation. Infrastructure plans and roadmaps are continually reviewed to provide consistent alignment with changing business processes and goals – and tuned accordingly.



Managed Service- Contracting with a third party to deliver and manage equipment and services up to an agreed-upon demarcation point in your enterprise data center. Managed router/SDWAN services, for example, usually involve a network service provider installing a router/ device in your data center and managing it from the WAN side of the router interface outward. You remain responsible for the LAN side of the operation.

We're ready to help your business. For more information, business.att.com/products/network-transformation-services.html