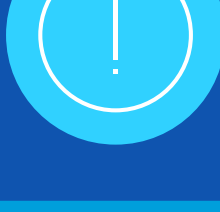


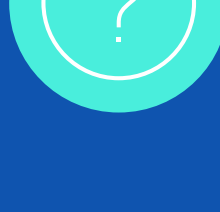
SD-WAN and LTE WAN: Made for each other

A case study in how an enterprise got flexible, less costly connectivity for 6,000 retail locations



Problem

Large retail enterprise chain wanted more flexible, less costly connectivity to more than 6,000 sites across the U.S.



This enterprise wanted...

- A reliable, centrally managed, virtualized network, with redundant pathways to keep data flowing
- To unify and efficiently manage the network of their sprawling empire with thousands of sites and endpoints in a cost-effective manner
- To have the traffic data necessary for streamlining and optimizing operations
- To use transport paths suited for their specific types of data traffic
- To save money and time while realizing the full potential of existing SD-WAN infrastructure



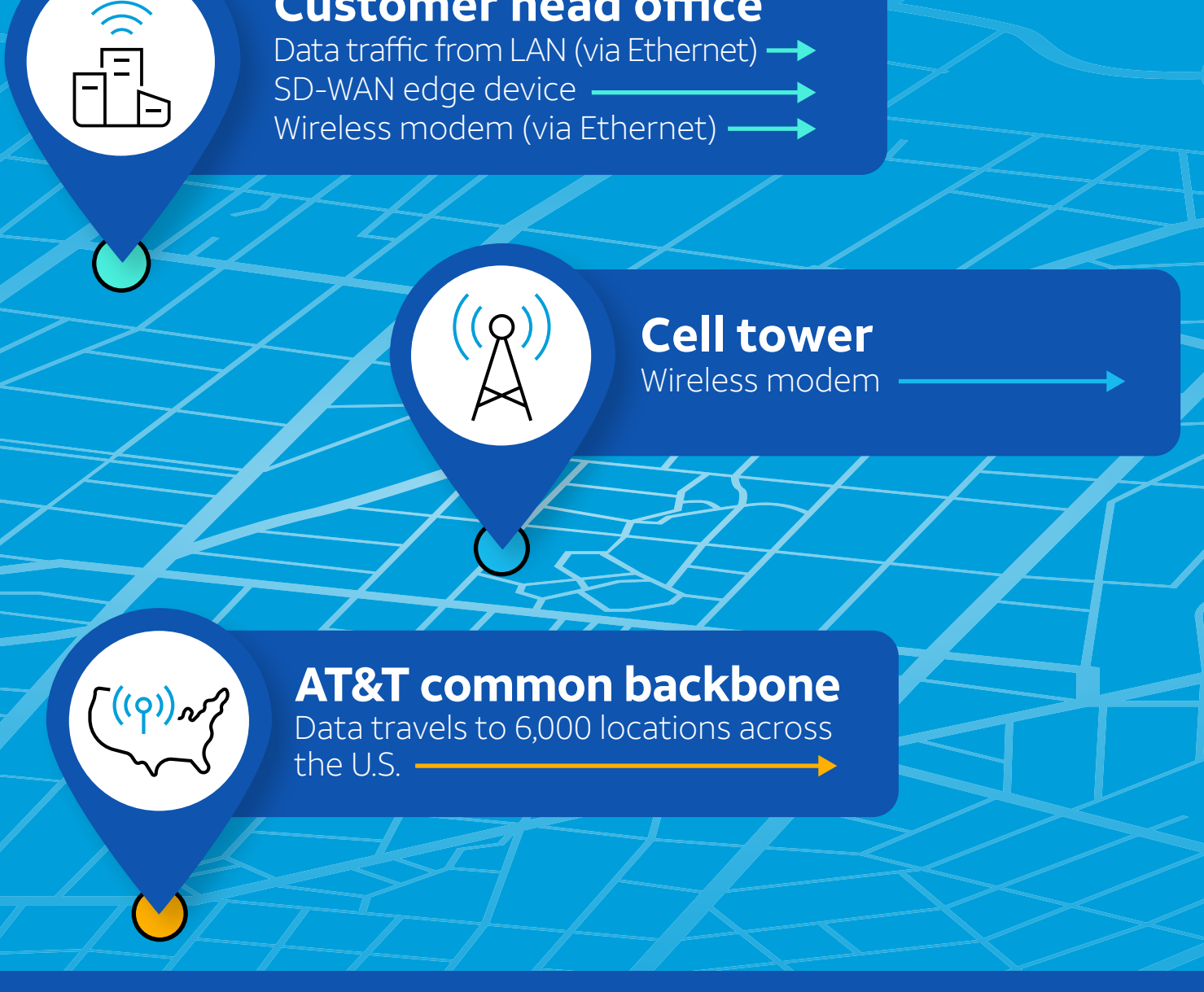
Solution

AT&T Business designed a next-gen network using wireless WAN transport only (AT&T 4G LTE) into the AT&T Common Backbone—the largest network in North America.¹



The technical bits

How data travels back and forth between the home office and its 6,000 stores via wireless and SD-WAN



Good candidates for wireless-only WAN connectivity in an SD-WAN network with:

- Multiple locations
- Little variation in network traffic patterns at each location
- Transaction-based traffic that chews up small amounts of data, like credit card and point-of-sale transactions, supply chain orders, and inventory checks



Results



6000+ sites

...came online within a five-month period (average of 400 sites per week)



Reduced costs

...with no physical outside lines to be laid into the customer sites and no inside wiring to install and manage



Greater simplicity and repeatability

...because tasks involved with provisioning the transport circuit were highly automated



Data

...gathered and correlated rapidly, driving faster reporting and better optimization of each site

Conclusion

For the business or organization with the right data traffic patterns, wireless transport and software-defined wide area networks working together deliver powerful benefits and synergies.

To learn more, read the full [use case](#).



Why AT&T Business

Technology is complex. Transformation is fast. Even for a large business, it can be hard to know you're making the right connectivity choices. What you want are thoughtful assessments and on-point guidance based on the complex challenges you face. With experience across all industries, we bring a rich understanding of your enterprise-scale demands to deliver the right insights, guidance, and solutions.

¹Based on comparison of carrier owned and operated networks. No AT&T on-net coverage in select countries, including Canada. Details: <https://www.att.com/international/>. Destinations covered: att.com/globalcountries.