



Uncomplicating your connection to the cloud

Why your business needs
AT&T Dynamic Exchange



AT&T Business

Cloud connectivity is complicated— until now

As a business owner, you know that cloud connectivity is a critical component of your business to stay ahead of the curve. But there are so many factors to consider when determining how to connect your business to the cloud.

What's the best way to ensure your data is secure?

How do you make sure the application is accessible and performing during critical times?

What are the compliance implications of cloud data transfers?

The answer to all of these questions: it depends.

But as an AT&T customer, your connection to the cloud is about to get a lot easier.

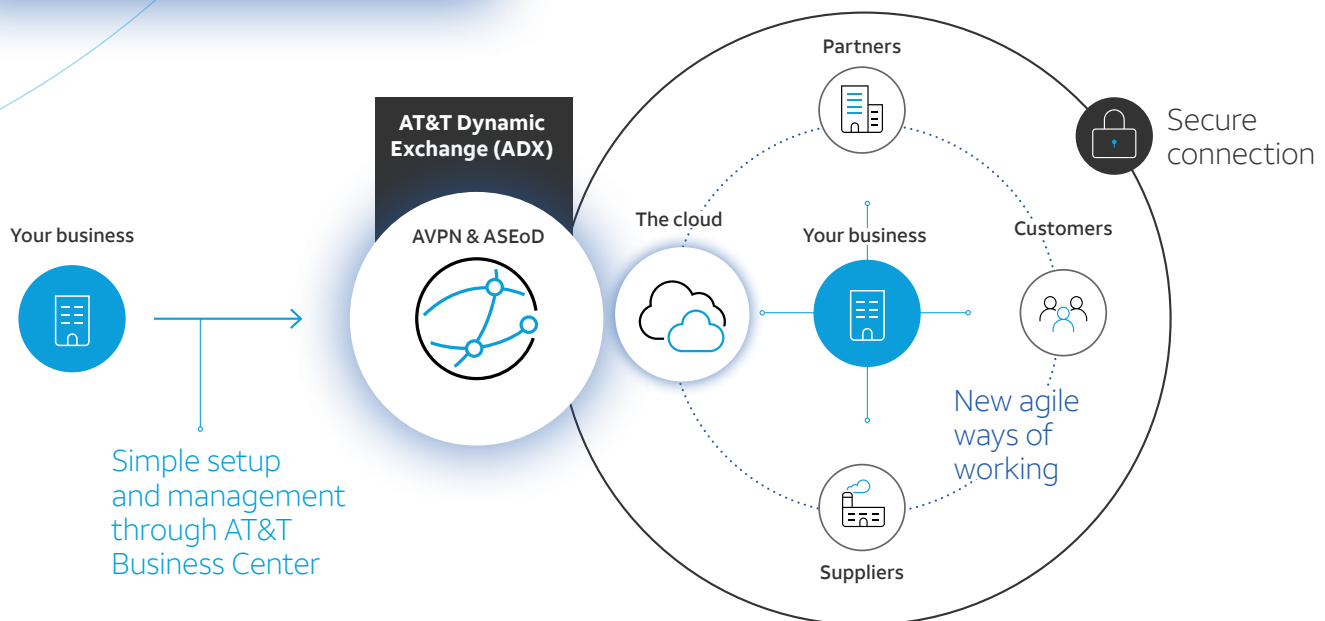


Your rules. your terms. your network.

AT&T Dynamic Exchange is a new turnkey feature that helps you get more out of your private network through fast, on-demand connections to the cloud. With just a few clicks in the AT&T Business Center, you can securely connect to key cloud services while achieving network agility, saving you time and money.

Your business will benefit from **increased agility, data fluidity, and secure collaboration** in your digital partner ecosystem—all by enabling this enhanced networking feature.

AT&T Dynamic Exchange Ecosystem



Cloud setup made easy

When you think of setting up a cloud connection, two words that most likely come to mind are complicated and cumbersome. Traditional cloud connections require immense time and IT resources, creating barriers to entry for businesses of all sizes.

But with AT&T Dynamic Exchange, we make it easy for you to get started with the cloud—and reap all of the benefits it has to offer. With just a few clicks in the AT&T Business Center, you can securely establish a connection to participating cloud services in 15 minutes to experience new business agility. Plus, with predictable pay-as-you-go pricing, no new contract, and no extra equipment, your connection is simpler than ever.

KEY FEATURE

Uncomplicated

Create an AT&T Dynamic Exchange connection seamlessly and on your own terms.

- No new contract required
- No extra equipment
- Self-service management within the AT&T Business Center
- Flexible provisioning with partners and cloud service providers in minutes, not days

KEY FEATURE

Agile

Streamline critical workload migrations to the cloud.

- Intelligent, programmable network for scalability and self-optimization
- Connectivity established within 15 minutes
- More easily transfer files and data privately and securely

No more barriers to collaboration

One of the biggest challenges businesses face today is communication reliability. With silos, blind spots, and different tools, it's hard for businesses to work together and share information with partners and customers. These barriers manifest as large, slowly loading data files and workflow disruptions that hurt your bottom line.

With AT&T Dynamic Exchange, you can bypass public internet congestion and remove collaboration friction points by using a private connection to your business partner. With an intelligent, self-optimizing network for scalability, it's the perfect solution for businesses that want to minimize downtime and maximize productivity.

Make your connections more secure

Worried about your business' data? You are not alone. Minimizing security risks and mitigating outdated, unreliable hardware needs are top of mind for small-and-medium businesses across the country. The issue is that most businesses turn to over-engineered solutions that create more complexities rather than remove them.

AT&T Dynamic Exchange lets you migrate essential data over a secure connection. Traffic runs on a private connection across the AT&T nationwide broadband network and is protected by AT&T network security.

The embedded authentication process uses a private key exchange between businesses and cloud service providers. With this and the ease of integration for AT&T Cybersecurity solutions, you can breathe easier knowing your data is safer and more protected.

KEY FEATURE

Secure

Worry less with a private connection that bypasses public internet congestion.

- Private connections
- Embedded authentication process between businesses and cloud service providers
- Simple endpoint integration into AT&T Cybersecurity solutions

Your connection to the cloud: Enabling ADX

Now that you know how AT&T Dynamic Exchange can help expand your existing connectivity and grow your business, here's a quick assessment to see if your business is eligible:



- 1.** You are an AT&T Switched-Ethernet-on-Demand customer.
- 2.** You want to speed up deployment of new applications and services.
- 3.** You want to create better and faster ways to transfer and manage data.
- 4.** You need to control IT spending on cloud connectivity without compromising reliability and security.
- 5.** You are looking to scale cloud transformation initiatives by reliably connecting to more cloud resources.
- 6.** It's important to you to dynamically optimize application performance based on demands.
- 7.** You and your partners want to collaborate and share data more efficiently for the benefit of your customers.
- 8.** You want to satisfy all of your network operation needs on one network and one platform that delivers a unified experience and reliable cloud connectivity solution.

If you're an AT&T Switched-Ethernet-on-Demand customer and answered yes to any of the qualifications, you can activate AT&T Dynamic Exchange today through the management tab in the AT&T Business Center.

Get started on AT&T Business Center

For more information about AT&T Dynamic Exchange, go to att.com/att-dynamic-exchange or contact a Business Solutions specialist.

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WHY AT&T

Technology is complex. Transformation is fast. For a growing business, it can be hard to know you're making the right connectivity choices. What you want is simple, straightforward cloud connectivity delivered on one network that you can quickly and easily apply.

With experience across all industries, we bring a rich understanding of your evolving business to deliver the right insights, guidance, and solutions.

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