



A differentiated network experience for your mission-critical data traffic



AT&T Dynamic Traffic Management – Enterprise

Data traffic on AT&T’s wireless network has increased about 250,000% since 2007. This rise in mobility data use poses a challenge for the enterprise communication infrastructure. Surges in data traffic can cause network congestion, leading to inconsistent application performance.

Having the right mobile communications network and infrastructure in place is critical for connecting people, places and things to your business applications virtually anytime and anywhere. Since network congestion can only be anticipated to a point, you need to prepare your mission-critical business applications for the unexpected. AT&T has a solution.

Move your data traffic through the congestion

AT&T Dynamic Traffic Management – Enterprise uses Quality of Service (“QoS”) network technology to enable qualified enterprise and government customers to receive priority treatment (not priority access) on the AT&T-owned domestic 4G LTE network for approved business applications. By segregating data traffic using QoS, enterprise customers can prevent non-critical apps from impeding business critical apps. This priority treatment, or higher, QoS is particularly valuable during times of network congestion for your mission-critical business data traffic.

As an enhancement to authorized Corporate Responsible User (CRU) lines of service, AT&T Dynamic Traffic Management – Enterprise can be combined with solutions featuring AT&T Private Mobile Connection and AT&T Enhanced Push-to-Talk.

How it works

AT&T Dynamic Traffic Management – Enterprise customers can apply and maintain Class of Service from the AT&T Virtual Private Network through the AT&T 4G LTE network, and back, ensuring business operations don’t skip a beat.

Capabilities include:

- Optional MPLS connectivity
- CoS marking between LTE & MPLS network
- Priority Treatment on RAN
- Allows customer to mark IP Packets (DSCP)

If you do not choose to mark IP packets, AT&T Dynamic Traffic Management – Enterprise allows you to differentiate your mission-critical business data traffic by maintaining an application list also known as a manifest to enable priority per the following applications:

- Collaborate
- Enhanced Push-to-Talk (EPTT)
- MS Skype for Business (premise based)
- WebEX (dedicated WebEx site, e.g., AT&T, IBM) support

Additionally, AT&T’s premium NetBond® solution customers can apply Class of Service from their LTE mobile end points to their cloud-hosted applications as well. When combined with Private Mobile Connection’s Proxy Mobile IP solution AT&T delivers a simple, effective wireless backup solution for AT&T Virtual Private Network customers.

The AT&T difference

AT&T Dynamic Traffic Management – Enterprise puts you in the driver’s seat by enabling you to choose which applications receive priority treatment. This greatly diminishes the possibility that the data sent using your critical applications will be impeded by non-critical applications. The AT&T difference includes:

- Passing class of service markings between wireless and wireline networks including AT&T Virtual Private Network for an end-to-end solution
- Enabling primary and backup wireless 4G LTE routers to use Differentiated Services (DiffServ)
- No limit on throughput rate for prioritized data
- Performance reporting to assist you in evaluating the benefits of the solution
- Integration with other AT&T solutions such as: AT&T Virtual Private Network, NetBond® and AT&T Enhanced Push-to-Talk

Benefits

- **Productivity**
Keep employees productive during times of network congestion
- **Simplicity**
No additional software needed and applied as a feature to the CRU lines you choose
- **Experience**
Prioritize mission critical apps over best-effort apps; prevent non-critical apps from impeding critical apps

AT&T Dynamic Traffic Management – Enterprise¹

Monthly recurring charge (per CRU line) ¹	\$10.00
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Gain better control over your network experience

Choose which business applications receive differentiated QoS treatment on the AT&T-owned domestic 4G LTE network, such as:

Real-time interactive apps

- Video calling, conferencing, voice over IP and push-to-talk

Business apps

- Dispatch, logistics, customer relationship management and field force automation

Machine-to-machine apps

- Command and control, telematics, point of sale and monitoring

Put your critical applications in the fast lane

Manage your mission-critical business applications:

- Prioritize vital data and apps over other data in heavily populated waiting areas such as airports and hospitals
- Prioritize your business specific apps and traffic apps to increase efficiency and client satisfaction
- Prepare for unplanned interruptions by using AT&T Dynamic Traffic Management – Enterprise with your wireless backup solution; retailers and financial institutions need reliable communications to help ensure point of sales transactions are successful

Designed to enhance your application performance

Contact your AT&T Representative to learn more about how AT&T Dynamic Traffic Management – Enterprise can benefit your organization.

¹Each CRU line requires (a) a qualified Wireless Data Service Plan and (b) a 4G LTE-compatible device provisioned with an Approved Business Application.

²Authorized CRUs using AT&T Dynamic Traffic Management – Enterprise are limited to 22 gigabytes (GBs) of usage per billing cycle; any data traffic sent by an authorized CRU that exceeds the 22 GB usage cap will be handled on “best effort” QoS.

AT&T Dynamic Traffic Management – Enterprise: Available only to enterprise and government customers with a qualified AT&T Corporate Digital Advantage Agreement or other qualified wireless service agreement for large business/government customers (Business Agreement) and only for their Corporate Responsibility User (CRU) lines of service. Feature must be added to each CRU line separately. The Service is subject to the applicable terms of the Business Agreement and the can also be combined in solutions featuring AT&T Private Mobile Connection and AT&T Enhanced Push-to-Talk. Per CRU line requirements include (a) a qualified Wireless Data Service Plan and (b) a 4G LTE-compatible device provisioned with an Approved Business Application. **Private Mobile Connection:** If you request PMC as part of the solution you must have and maintain one of the following qualified 4G LTE Private Mobile Connection solutions: Private Mobile Connection-Custom APN; Private Mobile Connection-Network VPN; Private Mobile Connection-MPLS Interconnect; or Private Mobile Connection-AT&T VPN Access. **Enhanced Push-to-Talk:** Authorized CRU lines provisioned with an AT&T Enhanced Push-to-Talk with AT&T Dynamic Traffic Management – Enterprise Plan must have a qualified, 4G LTE-compatible feature phone or smartphone provisioned with AT&T Enhanced Push-to-Talk. No separate Wireless Data Service Plan that includes a specific data allowance is required. **Approved Business Applications:** Available for use with business applications used solely in connection with the transmission of your organization’s data to and from your CRUs. Application is subject to AT&T review and approval. Excludes, without limitation, mobile video transmission applications and applications that transmit data to and receive data from all or substantially all Internet endpoint. **Limitations:** Feature is available only within the Domestic Coverage Area (i.e., the United States, Puerto Rico and the U.S. Virgin Islands) and only for Customer’s Approved Business Application data traffic originated on and traversing over the AT&T-owned domestic 4G LTE network; (b) AT&T Dynamic Traffic Management – Enterprise does not provide priority access to the AT&T-owned domestic 4G LTE network; (c) AT&T Dynamic Traffic Management – Enterprise does not prioritize Customer’s Approved Business Application data traffic ahead of all other data traffic, as other data traffic may receive a similar or higher QoS; and (d) AT&T Dynamic Traffic Management – Enterprise is not to be used for any data traffic originated on or over the Internet, other than Customer’s Approved Business Application data traffic. **Other Monthly Charges:** Apply per line and may include applicable taxes, and federal and state universal service charges, Regulatory Cost Recovery Charge (up to \$1.25), gross receipts surcharge, Administrative Fee and other government assessments (including without limitation a Property Tax Allotment surcharge of \$0.20 – \$0.45 applied per CRU’s assigned number), which are not government-required charges. Pricing, fees, promotions and terms subject to change and may be modified, terminated or discontinued at any time without notice. **Additional restrictions may apply. Coverage and service not available everywhere.**

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