Has your IT infrastructure grown into an unrecognizable maze of software products? Do you need to consolidate your applications into an integrated platform? Are your legacy systems holding you back?

AT&T’s Application Integration Services can help. Operating as an extension of your team, we work with you to make the most of your existing business systems and applications.

Our integration solutions use service-oriented architecture (SOA) and the latest web services technology to help ensure that your systems are highly scalable, flexible and adaptable to your future business requirements.

Expertise to Boost Functionality and Consistency

More than 10 years of experience integrating applications gives AT&T expertise in working with multiple:

- Custom protocols
- Interfaces
- Data normalization techniques
- Middleware tools such as Enterprise Service Buses (ESBs)
- Third-party applications and back-end systems
- Integration architectures and solution implementations
- Business process integration and automations

Enterprise Application Integration

AT&T’s Enterprise Application Integration (EAI) services help you modernize, consolidate and coordinate the systems you already have in place, while adding new applications and data. Using web services based on SOA, we build bridges between legacy applications and data stores – whether they’re within your organization or your external partner’s – giving you seamless functionality between all applications.

Third-Party Application Integration Services

AT&T’s integration services for third-party applications let you take advantage of the increased functionality of a best-of-breed strategy, while giving you the simplicity of dealing with a single vendor.

The average eCommerce site must be integrated at 20 to 25 “touch points” to deliver such capabilities as search, customer reviews, analytics, order management and payment processing. AT&T’s application integration team can create a flexible framework to integrate your suite of applications holistically across your entire eCommerce system.

Multichannel Integration Services

Now that cross-channel shopping is mainstream – with consumers expecting all points of access to be interchangeable – retailers are under great pressure to provide a seamless multichannel experience.

AT&T is equipped to integrate technologies to give you multichannel consistency and a single view of your customers. As a result, you have all the needed information at your fingertips whether your customer calls, emails,
shops online or walks into a store. Among applications we can integrate:

- Gift card and certificate programs
- Kiosk systems
- Loyalty and coupon programs
- Point-of-sale (POS) solutions
- Call centers

**Benefit from Strategic Integration**

There’s a difference between applications that are integrated and those integrated well. Through AT&T’s adherence to best industry practices, keen project oversight and technical expertise, our integration services will improve your systems:

- **Performance.** Your applications will run faster, improving the customer’s experience for client-facing applications and boosting employee productivity.

- **Maintenance.** You’ll be able to upgrade and enhance applications quickly and easily without jeopardizing their integrity. Plus you can readily monitor system performance and pinpoint problems.

- **Security.** Rest easy knowing that the proper safeguards are in place for authentication, authorization, and secure flow of data from one system to another.

- **Functionality.** Your system will be more effective overall when individual parts are integrated—like a team working with a common vision and mission.

**Benefit from ‘Start to Finish’ Accountability**

At AT&T, we believe project continuity is critical for true integration. Our professionals work with you closely throughout the integration process – from diagnosing your current application environment to supporting your newly integrated applications once they “go live.”

You begin and end the project with the same knowledgeable and responsive team – an approach that gives us exceptional insight into your industry, teaches us about your processes inside out, forces us to “live with” the aftermath of our recommendations and helps ensure that you achieve results quickly and efficiently.

**Beyond Integration...We Can Host and Manage, Too!**

AT&T has deep experience hosting and managing applications so companies can focus on what they do best – serving customers and building the business. We offer:

- A proven methodology to get your software up and running to your specifications.

- Highly reliable hosting services that reduce costs through top performance, security, continuity and regulatory compliance.

- Utility computing that adjusts capacity on demand.

- Application management and support to keep your software humming and meet your business needs.

**AT&T's End-to-End Approach**

- **Strategy Development**
  - Conducting a structured project-definition process to identify improvements and map out integration recommendations.

- **Architecture Design**
  - Exploring your systems in depth to produce a plan that details how each component will be handled.

- **Solution Implementation**
  - Following the architecture design step-by-step.

- **Business Process Implementation & Integration**
  - Helping your company rework business processes to take full advantage of newly integrated technologies.

- **Application Management & Hosting**
  - Hosting, maintaining, and optimizing your enterprise applications... assuming complete responsibility from hardware through database.

For more information call 800.809.3003 or contact your AT&T Representative. Visit us at www.att.com/business.