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Network Sourcing Delivers Transformation

An Environment that Evolves with your Business

Introduction: What's the Problem?

There's a moving target facing CIOs: building and maintaining a comprehensive IT/networking infrastructure that their companies can leverage well into the future as a business platform for innovation. The sticking points are the dynamic nature of business itself and the continually evolving state of technology.

Your business goals and requirements fluctuate, for example, as you expand to new markets, add and remove lines of business, merge with or acquire other companies, expand geographically or simply modify your business plan. These internal changes drive new underlying IT requirements, as well. Meanwhile, the technology tools, products and services available to you in the market to support those changes are advancing and changing, too.

Cloud computing and hosted services ease some of the struggles created by this complexity. 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 without the time or IT resources to deal with the complexity of building, securing and maintaining a particular application or capability in-house. In other words, to date, cloud services offer much-needed assistance with niche components of your compute environment.

What cloud, hosted and managed services alone generally don't do is account for the intricate interrelationships between all 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
- Maximize existing IT investments
- Managing multi-vendor or multi-provider relationships

That's where Network Sourcing, a unique proposition from AT&T, comes in.

What is Network Sourcing?

AT&T Network Sourcing is a model whereby enterprises can basically create a custom compute, network and software infrastructure that continually evolves in sync with your business changes and goals and technology advances. The model involves a tight linkage between your enterprise and a professional services team from AT&T. Your CIO, CFO and other appropriate personnel sit down up front with our experts to hash out your enterprise's business goals, challenges and requirements down to the last detail. Once the appropriate foundation has been architected and implemented, the team continues to conduct reviews at regular intervals, adjusting your infrastructure roadmap as necessary as situations within your business change and as new alternatives become available to solve new and existing business challenges.

You might already use a number of services with AT&T, such as mobility management, hosted network services, cloud services or managed services, for example (see *What's in a Name?* box on page 2). Network Sourcing is the glue that ties them all together with common policy, security and risk management and also allows you to modify the tools and services you are using at any time. In this model, your enterprise basically teams with AT&T to move your IT and network infrastructure into AT&T facilities, while continuing to work collaboratively to hone the environment appropriately as situations change.

How is Network Sourcing Different?

Most similar-sounding services are fairly static in nature and tend to address one or a few components of the IT and networking environment. By contrast, Network Sourcing accounts for the entire infrastructure, including hardware, applications, policies, security, governance/compliance and hardware. And Network Sourcing doesn't represent a single, inflexible offer for specified services that might suddenly become irrelevant to your particular business when your CEO takes the business in a new direction. Rather, the thrust of Network



Sourcing is to deliver – by definition – an infrastructure and service set that are flexible and dynamic, as what you buy today could very well need tweaking or overhauling tomorrow to meet your latest requirements.

Network Sourcing also helps you assess all aspects of risk and fill in any gaps appropriately. For example, consider critical intellectual property/expertise held by only a few trusted sources within your company. How do you minimize your risk, should one of those experts leave the company? AT&T helps you get a plan in place to find another resource to fill that gap so that you are not left exposed.

How Can I Integrate Network Sourcing?

1) Efficiency and optimization of your current infrastructure.
This usually equates to improved ROI.

2) Innovation.
Network sourcing doesn't have to mean making dramatic changes to 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.

3) Business transformation.
Here, Network Sourcing helps you truly 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 their 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 sourcing customer. Each business is unique and with Network Sourcing 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 to 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 sourcing 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

For more information on AT&T Network Sourcing, please [click here](#).

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What's in a Name?

A rose by any other name might still be a rose, but here's how AT&T differentiates between similar-sounding IT/networking 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.
- **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 services, for example, usually involve a network service provider installing a router in your data center and managing the WAN service connected to it from the WAN side of the router interface outward. You remain responsible for the LAN side of the operation.
- **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.
- **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.
- **Network Sourcing**
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 compute and network infrastructure. The package is focused on the holistic management and security layer of your IT operation. Infrastructure plans and roadmap are continually reviewed to provide consistent alignment with changing business processes and goals and tuned accordingly.

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. The offer includes more facets of your IT environment aimed at reducing the complexity in a highly efficient, low-cost manner.

