



AT&T Telepresence Solution[®] and the AT&T Difference

Organizations like yours are learning how today's video solutions can help transform how they get things done, leading to cost reduction through travel avoidance and productivity gains from improved collaboration. Customers across many industries like manufacturing, finance, healthcare, government and education are discovering the benefits of video collaboration. Common applications including distance learning, telemedicine with remote patient care, remote expert, talent acquisition, and supply chain management are leading to better collaboration and streamlined delivery times.

Video collaboration at AT&T is about giving you flexibility in the ways, times, and places you meet. We are working toward giving you freedom to choose from the broadest set of endpoints with a streamlined set of management choices, the freedom to meet at the time that best suits you and the freedom to attend meetings from mobile devices, laptops, or desktops whether over a VPN connection, or over the internet.

AT&T delivers a video collaboration service that is simple to use. And our cloud-based option frees you from deploying complex video equipment at your location. Just pick the endpoints and we will do the rest, including minimizing your up-front expense by including the equipment charges as part of your monthly service fees. Plus you get a unique intercompany collaboration feature, the AT&T Business Exchange that broadens your connectivity options. Choose from a wide range of meeting, endpoint and management choices and enjoy help from video specialists who will consult with you to ensure you get a solution that matches your organization's needs.

Here are some of the ways AT&T can help you work better through video collaboration:

Helping You Make Pervasive Video Happen

- Open Visual Communications Consortium (OVCC) – Enabling the pervasive video vision requires industry cooperation. AT&T is a founding member of the OVCC where industry leaders are developing interoperability specifications that will make video communication applications easier to use. AT&T serves on the OVCC Board of Directors.

- International Multimedia Telecommunications Consortium (IMTC) – AT&T co-chairs the interoperability committee of this industry-leading, non-profit organization whose mission is to promote and facilitate the development and use of interoperable, real-time, multimedia telecommunication products and services based on open international standards.
- ATIS – AT&T is an active participant in the ATIS Cloud Services Forum which is examining telepresence interoperability and interconnectivity. AT&T's John Donovan serves as Chairman of the Board and helps drive ATIS' priorities for creating best-in-class standards and solutions.
- AT&T Customer Advisory Councils – AT&T works proactively with a number of customer groups providing a strong foundation for user input into our industry collaboration efforts. This feedback helps AT&T identify key use cases and determine where to invest resources as we continue to deliver on our vision of pervasive video.

Giving You More Ways to Meet

- Scheduled – Easily arrange all types of meetings in advance using your familiar calendar application with our add-in for Microsoft® Outlook® and IBM® Lotus Notes® or rely on our web-based scheduling portal.
- On Demand – Need to meet via video right away without advance notice? With our reservationless virtual meeting room feature, just share your dial-in number and PIN and participants will join you in your video meeting room. Or use the direct dial capability to start a point-to-point meeting without advance scheduling.
- Guest access – You can meet with a broad range of endpoints on your VPN, the Internet or via ISDN even if they aren't registered to the AT&T Business Exchange.



Count On Us For More of What Counts

- **Customers** – AT&T has been leading the way in business-to-business telepresence. Today we have more than 3,000 endpoints from over 130 organizations connected to the AT&T Business Exchange. More companies on the AT&T Business Exchange increases the value of your telepresence endpoints. You can also connect to BT and Orange Business Services telepresence customers using an exchange-to-exchange capability that links the AT&T Business Exchange with these provider's telepresence exchanges.
- **Network Connection Options** – You can choose from a range of access options like MLPPP and ANIRA (over broadband) giving you lower speed choices, enabling your smaller, remote offices or home offices to connect and collaborate with your larger offices. With guest access capability, you can connect to non-registered single screen endpoints on your VPN, ISDN or the Internet.
- **Endpoint Options** – Select from a range of managed service bundles which include equipment ranging from immersive rooms for 6 or 18 people to a small conference room or executive office and desktop units. Plus using AT&T interoperability, you can connect to a variety of customer-owned, standards-based HD/SD video conferencing equipment via the AT&T Business Exchange.
- **Entry Options** – Usage-based pricing and customer-owned endpoint access options provide a lower cost way to use video, which is great for small and medium-sized organizations, enabling them to collaborate with their large customers, suppliers or business partners.

Ensuring You Have A Better Experience

- **Better Network** – The foundation of our service is the AT&T global MPLS network, widely regarded as being unsurpassed in the marketplace. AT&T provides MPLS-based IP services to 182 countries from over 3,700 service nodes.

In their report AT&T VPN Service, February 2012, Current Analysis described AT&T as “a top U.S.-based global provider, both in terms of company size and network reach, and in terms of its range of IP VPN services and options. AT&T is one of the companies setting the bar on service price, features and responsiveness for smaller competitors to meet or beat.”
- **Flexible Scheduling** – You get a unified scheduling approach for all video meeting types or the option to use common groupware like Outlook or Lotus Notes. Starting a meeting is simple with “one-button-to-push” and “no-button-to-push” capabilities.

- **Management Options** – We let you select the management option that best suits your needs. Choose a fully-managed solution, including service and endpoints, or you can provide your own equipment from a range of vendors and have AT&T proactively manage it. You can also choose to provide the equipment and manage it yourself.

The Bottom Line: You Get A Better Bottom Line

- **Better Ways to Pay** – With our cloud-based approach we offer an “As a Service” solution so you can avoid significant upfront cost and lessen concerns about keeping up with rapidly changing technology. And thanks to AT&T end-to-end management your IT resources are left with time to focus on business critical IT work. Under this “OpEx model” you just pay a monthly fee for a bundle including the service and endpoints.

This capability is available in nearly 40 countries (with business-to-business service available in 75+ countries). We also offer “usage based” exchange pricing that minimizes your cash outlay and enables “right sized” service subscriptions leading to predictable and sustainable ROI.
- **AT&T Business Exchange** – It doesn't matter what type of meeting you are having (business-to-business, multipoint, interoperability, public room, inter-provider, guest access, virtual meeting room), it all goes through the AT&T Business Exchange. This consistent approach and simple architecture leads to easier scheduling and a more consistent user experience.
- **Network Connect** – With this capability, if you are an AT&T Network VPN customer you can avoid adding new dedicated transport by taking advantage of your existing network infrastructure. That means you can use your network resources more efficiently and are in a better position to scale as you grow.
- **Quantifying Business Value** – Our industry-leading Value Case and Feasibility tools plot your envisioned deployment against industry specific benchmarks. With Best Practices and real-time Total Cost of Ownership options we can provide a “Success Template” for your implementation and adoption plan.
- **Fostering Adoption and Building Utilization** - We also offer a Rapid Adoption Marketing Program (RAMP) to help build awareness with your employees and encourage them to use the system. The program includes posters, flyers, reference guides, training invitations and training videos.

For more information contact your AT&T Representative or visit us at www.att.com/telepresence.

