



Brief

# AT&T Content Delivery Network Service – Retail solutions

Powerful solutions to help your retail business grow, reduce costs, and add important web performance and security services

The AT&T Content Delivery Network Service helps retailers improve customer experiences, both online and in-store. Together with other critical business services, we can help reduce costs, improve web performance, add important security tools, and offer network connectivity options to help your business succeed.

## Online storefronts

For e-commerce retailers, we offer services to help improve online and mobile performance, add a layer of security, and help you detect and manage many types of malicious activity aimed at your web site.

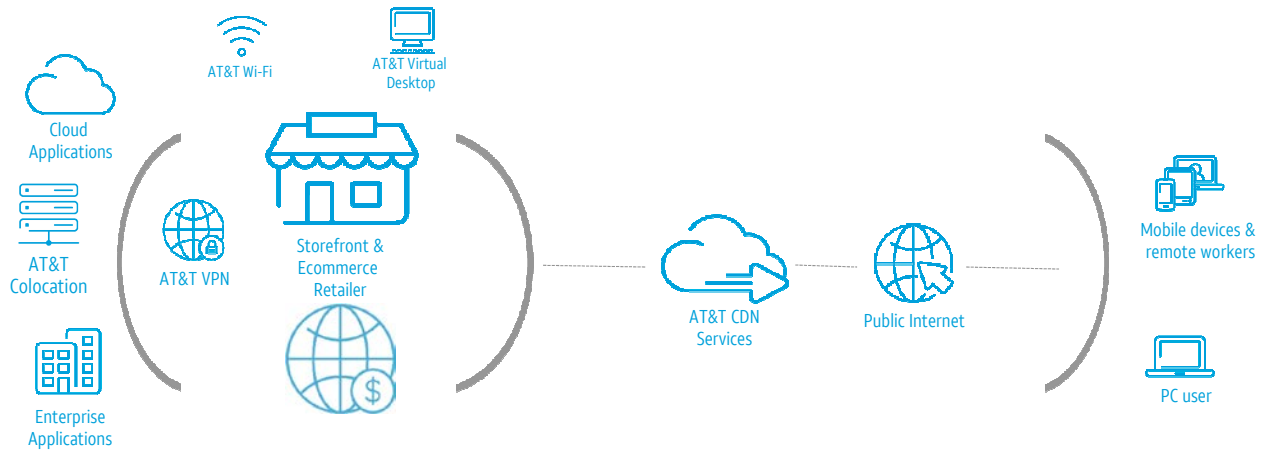
- Manage planned and unplanned growth and spikes in your business without costly new capital investments in web infrastructure
- Help improve how fast your information is delivered to your end users, on virtually any device, virtually anywhere with our **Ion and Ion Mobile services**
- Identify and manage automated bots, with the rules-based approach defined in our **Bot Manager** services
- **Mitigate Distributed Denial of Service (DDoS)** attacks, either at the edge or via high-volume data scrubbing centers
- Identify and decline web requests coming from IP addresses known for patterns of fraud with our **customer reputation module**
- Add **AT&T Colocation Hosting** services to manage your web and business infrastructure, including private origin servers, with a global data center footprint, high availability, reliable network performance, and a commitment to innovation

## Benefits

- Helps improve Web and Mobile performance
  - Helps improve performance for cloud-based applications
  - Facilitates management of automated bots with a rules-based approach
  - Offers fast, easy deployment without large capital expenses
  - Delivers one-number support, with product experts ready to help configure and manage your CDN, Colo, and VPN services
  - Helps mitigate DDoS attacks
  - Provides enterprise-grade network security across a variety of networks
  - Offers a secure, self-service portal
  - Simplifies web security with “Set it and forget it” Web Application Firewall services
  - Offers expertise and support with managed and professional services
- Add AT&T VPN Service to help secure connectivity to your private Cloud and Enterprise

Choose the services that address your business needs today, and grow with us as your business expands. We want to help make sure you have all the tools you need to compete in the hyper-competitive world of e-commerce.

## AT&T offers solutions to fit virtually any retail business configuration



These service solutions let you focus more of your attention on your business, your merchandise, your stores, and your customers. From faster connectivity for web sites, mobile apps, and cloud applications, and streaming video for digital signage, in-store video, and website video content, to additional layers of security helping to protect your business from many types of malicious activity, these solutions offer performance and security, connectivity, hosting, and content, all serving your retail operations. So, whether you focus on bricks & mortar, e-commerce, m-commerce, or a combination of all three, we have a solution that can help.

### Physical store locations

Physical storefronts are a key opportunity to interact with your customers, establish a brand identity, and provide a memorable experience. We can help by offering improved connectivity to your hosted enterprise applications, important security services, faster deployments, and wi-fi and content services to help keep your customers in touch while in your shop.

To address many of the unique needs of bricks and mortar businesses, we offer additional services designed to help you achieve your customer experience goals, including:

- Faster connectivity to your business applications by adding **Cloud Application Accelerator** and **AT&T Virtual Desktop Services**
- Easier deployments for service spikes or new locations and offer a more immersive customer experience with our **Branch Accelerator** offering, including in-store video and digital signage to greater user engagement
- Our **Cloud Application Accelerator** offering can help manage access to virtually any part of your business infrastructure, helping to validate, for example, that contractors working on your HVAC system cannot access your Point of Sale systems

- **AT&T Wi-Fi Service\*** delivers fast, reliable connectivity, for your staff and for your customers
- Our **DNS** services help protect against malicious attacks and let you control your online business identity and resources

### The AT&T Content Delivery Network ecosystem

AT&T Content Delivery Network services help make Internet browsing faster and more reliable for users. AT&T CDN Service is supported on a globally distributed platform, managed through the unified, customizable Luna Control Center for visibility and control, and supported by professional services experts who get you up and running easily, providing you time to spend on matters like innovation as your strategies evolve.

Ask your AT&T account team for details on pricing and how we can help improve the protection and performance of your web sites and apps, and our simplified pricing for these business-critical services today.

For more information on these and other AT&T services, visit [www.business.att.com/enterprise/Portfolio/cloud/](http://www.business.att.com/enterprise/Portfolio/cloud/)

\*Requires purchase of additional service(s) under a separate contract

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