



Empower your mobile users with real time content delivery

Your organization spends time and resources creating the content that runs your business – forms, collateral, presentations, websites, training materials, sales tools and more. You may also have made investments in technology to manage that content, in an effort to insure it's accessible and available to those who need it. But, like many organizations, you may be challenged with providing the same level of access and usability to your mobile users as is enjoyed by desktop users.

bigtincan hub from AT&T is a mobile-first solution, by design, that goes beyond traditional content management platforms. It allows organizations to not only store content, but to automatically deliver the right content to the right users, at the right time and location. bigtincan hub from AT&T allows approved mobile users access to virtually any content repository (cloud file sync & share, network drives, enterprise content management systems, web portals and CRM/SFA applications), leveraging an organization's existing technology investment, with the embedded security that an IT department requires. Content is securely and automatically pushed to mobile users based on their role, location and other attributes, eliminating the need to search for content. The latest, most accurate and relevant content is embedded into the way these individuals work with their mobile devices. Users are also provided with the productivity tools they need to engage with content, allowing them to create, edit, annotate, share, and collaborate, regardless of network connectivity.

bigtincan hub from AT&T

Unique User Experience

bigtincan hub from AT&T provides an intuitive and engaging user interface that is optimized to work on mobile as well as desktop devices. The user interface is completely configurable, enabling an organization to deliver a custom-branded user experience. Content is automatically pushed to a mobile device based on user roles, rules, peer utilization and tasks, ensuring the most relevant content is easily accessible based on the criteria you set.

Users have the ability to:

- View virtually any content type, properly rendered, on a mobile device - including presentations, spreadsheets, Word documents, PDF documents, HTML 5 apps, web content, RSS feeds, video, audio, images, rich media and advanced media types (Oomph, ScrollMotion, Twixl, InKling, MSFT Visio).
- Rate and subscribe to, or follow, content, topics, feeds or people
- Easily customize and share content from a mobile device with others (permission based, internal or external recipients)
- Engage with peers or subject matter experts in real-time

Highly Secure Content Delivery and Management

bigtincan hub from AT&T enables organizations to establish and enforce content usage policies. Administrators have the flexibility to establish and manage:

- How and when content is accessed, and by whom
- Where content can or can't be stored
- What content can be downloaded and/or shared, and with whom it can be shared
- Content watermarking, content versions control, content expiration date and remote content wipe (even on non-provisioned devices)
- Intelligent cache to set file size limits for what can be stored locally on the mobile device

Measurement

bigtincan hub from AT&T provides detailed insight and reporting into the utilization of content. This insight helps content producers understand effectiveness of their work product, and helps identify materials that should be archived. It also benefits the bottom line by allowing focus only on content that drives performance.

To learn more about bigtincan from AT&T visit www.att.com/bigtincan or [have us contact you.](#)

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Integration

bigtincan hub from AT&T provides out-of-the box integration for 30 cloud storage and application technologies, enabling organizations to leverage existing investments in solutions such as Microsoft® SharePoint®, Microsoft® Outlook®, SAP®, Salesforce.com®, Oracle®, Marketo, One Drive®, Google Drive®, Box™, Dropbox™ and more. Organizations can also create their own integration using bigtincan's Cloud Integration Service (Open Publisher API and standard integration mechanisms for ECM systems).

Deployment Options

- bigtincan hub from AT&T can be deployed as a cloud-based service or on-premise in your own corporate environment.
- Deploy bigtincan hub to your devices using a Private App Store or other standard in-house mobile device management (MDM) system, or download the free client from iOS, Windows® Mobile, Android™ or BlackBerry® app stores.

Device Independence

bigtincan supports your current – and future – mobile device population and strategy. Whether you want to leverage your current mobile device deployment, support new form factors or empower BYOD, you won't be sacrificing functionality. Users can tap into the power of the bigtincan hub from AT&T using iOS, Android, Windows/Windows Phone, and BlackBerry devices.

	Lite	Standard Edition	Enterprise Edition	Studio
Automated Push and content publishing	X	X	X	
Annotate	X	X	X	
My Content	X	X	X	
Workgroup Sharing	X	X	X	
Email Sharing	X	X	X	
Social Sharing		X	X	
Document Editing		X	X	
Mobile and Web Online Meetings		X	X	
Document Creation		X	X	
SSO		X	X	
Deep SFDC Integration		X	X	
Video and message chat		X	X	
Ability to Brand and Customize Experience		X	X	
Content Aggregation (30+ Repositories)			X	
Advanced Customizable Reporting & Dashboards			X	
Controlled Authoring			X	
Business Form Creation			X	
Content Designer	Optional	Optional	Optional	X
Storage	500GB	Unlimited	Unlimited	

Flexible service plans that meet your needs

Choose bigtincan Enterprise Edition for full enterprise functionality that includes integration with over 30 file storage platforms. And, leverage forms capabilities that make it easy to create and distribute forms to remote workforces on their mobile devices for repair/service orders, checklists, surveys, inspections, audits, patient monitoring reports, site reviews, trip logs, pre-project reports, project wrap ups, equipment checks and more.

bigtincan Standard Edition delivers a branded experience unique to your organization, allowing content consumption, creation, editing and sharing.

bigtincan Lite is a consumption-only version of bigtincan hub. It allows users to view, but not edit, content. bigtincan Lite is ideal for pushing communications such as training materials, announcements, sales and marketing content, and more.

bigtincan Studio is available as an add-on to any bigtincan service. Studio is a browser-based design tool that enables marketers, designers and agencies to build touch-driven content that engages audiences like never before – with no coding required.

Use Cases

Mobile Sales Enablement via bigtincan hub from AT&T improves the productivity of the sales organization and empowers sellers with the right content to make every customer interaction count through the ability to:

- Push the right, approved content to a sales rep based on role, location and sales process status to maintain brand/message consistency and eliminate version control issues
- Provide access and customized content regardless of network connectivity
- Implement a guided selling approach that optimizes content for specific customer scenarios or attributes
- Uncover the content that works best by top performers across every stage of the sales process to replace behaviors, improve seller revenue productivity and reduce the time for on-boarding new sales reps
- Automate the logging of mobile content sharing activities in popular CRM systems
- Deliver a consistent experience across a range of mobile and desktop devices
- Integrate with existing content repositories and storage systems

Field Service Automation powered by bigtincan hub from AT&T provides access to content, knowledge and expertise to increase first time rate of repair, customer satisfaction and revenue:

- Improve representatives' productivity by delivering content, knowledge and expertise, in the moment of need and at the point of service delivery, to reduce lost time/productivity associated with searching for the right content
- Automate processes, streamline data capture and improves data accuracy using interactive forms in bigtincan hub from AT&T

- Drive employee satisfaction and retention by pushing out training programs and relevant communications directly to devices
- Work with content on any mobile device regardless of network connectivity

Employee Engagement programs powered by bigtincan hub from AT&T facilitate corporate communications and training for mobile employees, driving compliance and employee satisfaction:

- Provide performance support for mobile knowledge workers by pushing training and knowledge content directly to users' mobile devices
- Deliver critical communications to mobile users, ensuring new or updated policies and procedures are shared consistently in accordance with established processes
- Support skills improvement and development program self-service by employees through ability to create guided, role-based career path planning, tools and content
- Improve communications and employee satisfaction through the ability to create and replicate specialized programs that foster bi-directional communications and sense of community

AT&T Brings It All Together

Single-Source Mobile Management Support

Utilizing one source for mobility solutions has advantages. AT&T mobility specialists can help your organization with complete end-to-end management solutions. You can rely on our expertise and resources for a successful integration of the applications into your existing infrastructure.

AT&T collaborates with organizations to understand their mobility requirements in order to create holistic solutions at any point of their mobility lifecycle and offer as much, or as little, support needed to effectively deploy solutions.

Consolidated billing simplifies oversight, and one point of contact for mobility needs helps organizations achieve efficiencies in time and resources to manage solutions deployed.

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