



# Product Brief

## AT&T Commerce to Go

A fully managed “one-stop shop” for midsized retailers

Are you struggling to compete online or satisfy revenue goals?

Is your current eCommerce platform limiting your growth or negatively impacting the customer experience?

Are you concerned about your ability to manage security, performance, scalability and complexity?

Are your commerce initiatives being sidelined due to limited capital and labor resources?

Are you overwhelmed with managing the growing number of commerce vendors?

These are all situations faced by midsized retailers today as they try to deal with the cost and complexity of building, maintaining and improving an online and mobile storefront.

That’s why we offer AT&T Commerce to Go, a fully managed enterprise-class eCommerce solution for midsized retailers.

### Simplify with a Bundled Solution

AT&T Commerce to Go combines the essential elements of a web-based retail solution into a single bundled offer that includes:

- IBM® Smarter Commerce software and services
- Web analytics
- Online ratings and reviews
- Calculation of taxes
- Email marketing

- AT&T hosting, application management with select components of Content Delivery Network (CDN) Service

- Implementation and support services

AT&T focuses on managing the technical and operational aspects of your solution, which frees you to focus on managing your retail business. So, you can have a software platform with the features and functions you need to help engage shoppers, close sales and track activity, while improving their experience and your brand image. And all with the simplicity of a one-stop solution and subscription-based pricing.

### A Ready-to-Go Storefront

Since launching a storefront can be a time-consuming and complicated endeavor, the goal of AT&T Commerce to Go is to get you up and running quickly to help reduce risks and speed time to revenue.

Rather than having to evaluate and manage multiple software vendors and implementation partners, we’ve done the upfront work for you. As a pre-integrated, pre-tested platform, AT&T Commerce to Go provides you with a “starter store,” a standardized software framework to launch your online and mobile storefront.

We implement and host the solution on the AT&T Synaptic Infrastructure<sup>SM</sup>. This fully managed utility computing service combines network, computing and storage resources into a virtualized IT environment, residing in an AT&T Internet Data Center. With select components of the AT&T CDN Service, your

### Potential Benefits

- An enterprise-class solution for midsized retailers
- A single source for online and mobile commerce
- A pre-integrated, pre-tested bundle to speed and simplify implementation
- Burstable software and infrastructure capacity for high order volumes
- Subscription-based, software and utility computing to reduce upfront costs with pay-per-use scalability

### Features

- Enterprise-class eCommerce software
- AT&T cloud infrastructure
- AT&T CDN Service
- Implementation, configuration and testing services
- On-going application management, monitoring, patches and maintenance
- Web portal with self-service tools
- Dedicated 24x7 support

To learn more about AT&T Commerce to Go, visit [www.att.com/commercetogo](http://www.att.com/commercetogo) or [have us contact you](#).

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content is accelerated through a massive network in approximately 70 countries that intelligently routes requests and balances loads to provide a better performing shopping experience. A web portal provides you with access to the environment for visibility, tools and reporting.

### Scalable Software and Compute Capacity

Traditional software licensing and infrastructure costs are determined by your peak usage, whether you reach it or not. With AT&T Commerce to Go, we've married software and infrastructure in a scalable manner, allowing you pay a base monthly fee for normal use, and then scale both software and computing capacity when you need it.

It's a cost-effective way to handle surges in web traffic from seasonal activity, promotional campaigns and other expected or unexpected demands, because once the flood of activity is over, you can scale back to your baseline.

### Insight to Help Improve Revenue Potential

This service does more than establish a storefront for you. It helps you streamline

processes and improve the shopping experience for customers to help increase revenue. The bundle features include:

- Software for merchandising, promotion management, personalization and order capture
- Web analytics for insight into site performance and visitor behaviors throughout the buying process
- Online ratings and reviews for valuable feedback you can use to improve products and services
- Email marketing to promote your business and drive customers to your storefront
- Tax calculation to automate sales tax processes and help manage compliance

### Enterprise-Class Reliability for Midsized Retailers

AT&T Commerce to Go provides midsized businesses with an enterprise-class infrastructure, including built-in redundancy and service level agreements, so your web store can be highly available to online and mobile shoppers. AT&T Commerce to Go takes advantage of the physical security

and audit controls of an AT&T Internet Data Center to help protect your customers' data.

With over 15 years of experience providing eCommerce hosting services, you can count on AT&T to help you get the most out of your online and mobile retail investments. Talk to your AT&T representative about AT&T Commerce to Go today.

In 2013, Internet Retailer ranked AT&T as the number one web hosting provider to the top 1,000 North American e-retailers, based on their clients' total web revenue as listed in the 2013 Top 500 and Second 500 Guides.

– [Internet Retailer, Vendor Leaders Guide 2013](#)

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