



Product Brief

Mobility Consulting from AT&T

Mobility Educational Sessions

Business Challenge

New technology solutions have become increasingly mobile and continue to evolve at a tremendous pace. Analysts have stated that people are increasingly using smartphone and tablet apps more than PCs to access the Internet. In fact, more and more companies are relying on mobile devices and technologies to conduct business and view mobile as a competitive advantage.

Companies must constantly seek out new training opportunities for their people to stay current with mobile technology and to stay ahead of the trends driving business today. However, many IT Departments are ill-equipped to support the mobile demands of their internal customers and to keep pace with technological changes. Today, we see a strong emphasis on needing mobile savvy employees, knowledgeable of all mobile technologies to become more efficient internally and to engage customers via their mobile device.

Mobile Education Sessions

Hiring new staff or outsourcing the talent required for a new mobility project may not be a feasible option for some companies. Regardless, keeping abreast of the latest mobile trends and technologies is critical to provide all employees increased knowledge and exposure of mobile topics.

For this reason, Mobility Consulting from AT&T offers in-depth training on key mobility subject areas, customized for your company's needs.

Leading Edge Experience

AT&T is a leader in mobile with exceptional experience and innovation. Our educational sessions are infused with AT&T's best practices and experiences gathered from working with industry's business leaders and AT&T's own demonstrated leadership.

AT&T Developer Program

AT&T boasts the longest-standing U.S. wireless carrier developer program with over 40,000 members and one of the most comprehensive resources for wireless software developers.

AT&T Foundry

Created to speed innovation, improve collaboration and to help customers quickly launch products and services, with global locations to support customers and solve industry's most complex problems.

AT&T Labs Research

AT&T leverages a research heritage that spans decades, dedicated to advancing the science and technology of communications and information to create innovative services.

AT&T University

AT&T has long cultivated a culture of learning with world-class instruction and certification programs on all emerging technologies that transform skills.

AT&T Intelligence Portal

Available to AT&T Mobility Consultants, the portal provides access to the latest critical content, market trends and predictions from leading analysts and business publications.

Potential Benefits

- Increases employee awareness and knowledge of leading mobility topics
- Better equips companies to manage mobility projects
- Allows employees to interact and facilitate knowledge exchange with AT&T's subject matter experts

Features

- 3 hour customized sessions include:
- Course Materials
 - Interactive Quizzes
 - Integrated case study: a client problem applied to the topic area to fortify learning
 - Industry Best Practices
 - Delivered On-Site or in Virtual Classroom

To learn more about Mobility Consulting Services, visit www.att.com/mobility-consulting or [have us contact you.](#)

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Topic Areas

AT&T Mobility Strategy Consultants can offer a variety of mobile educational sessions:

Mobile Application Development

Learn best practices and methodologies that help identify, prioritize, develop and launch world-class applications.

Mobile Architecture & Security

Review modular mobile frameworks, methodologies and best practices that re-examine and ready a secure mobile infrastructure.

Mobile Business Intelligence

Conduct real-time decision making by learning techniques to implement and sustain actionable mobile BI solutions.

Big Data & Data Analytics

Learn how to analyze and derive value from data and prepare your teams to seize the opportunities ahead.

Mobile Device Management

Learn to extend your mobile reach while protecting your most critical assets. Learn solutions to the challenges of managing corporate and BYOD devices.

Mobile Marketing Technologies

Mobile platforms that entice, engage and extend customer relationships: promotions, loyalty, messaging, social media, app push and app download.

Internet of Things (IoT)

Identify opportunities to integrate network-enabled devices, communications, and applications, layered with analytics, to help enhance business processes and operations.

Bring Your Own Device (BYOD)

Evaluate and learn best practices that address the challenges of going "BYOD" along 7 critical areas.

Mobile Governance

Outlines the key pillars of a mobile strategy, offers details of appropriate mobile policies and creates the framework for a Mobility Center of Excellence (MCOE).

Are You Ready?

How much do you know about your end-customers?

Analysts predict that there will be 50B connected devices by 2020.

Have you identified the impact of BYOD to your business?

Bring your own device (BYOD) programs are multiplying the complexity and size of mobile workforces.

Are you securing these skills for your business?

Analysts predict a skills deficit in the areas of mobility, cloud, big data, social media, and security over the next 5 years.

Are you preparing for the effects of IoT on your business?

Analysts predict that there will be 50B connected devices by 2020.

Example Session Agendas

Mobility Consulting from AT&T

Mobility Consulting from AT&T can solve your most pressing business challenges. Whatever your organization's goals, our mobility specialists can provide the knowledge, resources and guidance you need to help you achieve them.

Whether you want to reduce costs, boost worker productivity or increase customer engagement, it all starts with a mobility strategy and roadmap. By identifying your business's mobility goals, it provides a clear roadmap with a tactical plan to reach them.

Consulting Options & Offers

Mobility Consulting from AT&T can offer these deliverables and more:

- Mobile Strategy & Roadmap
- Mobility Educational Sessions
- Competitive Analysis
- Mobile & Industry Trends
- Journey Mapping
- Mobile Application Prioritization
- Mobile Security
- IoT Consulting
- Bring Your Own Device
- Mobile Governance

Mobile Application Development

- Native, Web and Hybrid designs
- Balance Application, Device, and Architecture Needs
- Best Practices in UI/UX design
- Development and Use of Personas
- Software Development Lifecycle (SDLC)
- Building a Mobile Center of Excellence

Mobile Architecture

- Mobile reference architecture
- Enterprise mobility management
- Mobile network access
- Mobile network and device security
- Virtualization
- Containerization
- Global Deployment

Mobile Business Intelligence

- Three Pillars – Source, Deliver, Visualize
- Data Sources, Big Data, & Social Media
- Infrastructure & Security
- Mobile BI Vendors & Toolsets
- Mobility KPIs
- Mobile Web BI vs App BI
- Dashboards & Data Visualization

For more information contact an AT&T Representative or visit www.att.com/mobility-consulting.

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