Enterprises continue to confront the challenges of moving from a stable, personal computer (PC) centric era to a “post PC era” based on the need for mobile access to information. The new mobile era is characterized by rapid-fire innovation, multiple operating systems, multiple form factors, accelerated innovation cycles and “consumerization” of enterprise IT. These same enterprises are facing an ever growing demand to increase their competitiveness while concurrently attempting to improve employee productivity, business-to-business transactions and increase return on their investments.

Mobile ecosystems are highly complex and change at rates that most IT departments are not staffed to handle and therefore find themselves struggling to juggle an influx of mobile-related demands. Organizations that intend to leverage mobile technologies to solve pressing business issues are faced with the daunting task of identifying and implementing the right solutions that are aligned with today’s overall corporate goals and can be scaled to support future growth while capable of evolving with the underlying technology.

AT&T Mobility Solutions Services (MSS) enables customers to derive maximum benefits from their investments in mobility initiatives. We provide a full suite of end to end solutions from the structuring of an enterprise mobility strategy and custom development to the integration, hosting and lifecycle management of mobile applications. AT&T can provide managed and hosted Mobile Enterprise Application and Mobile Device Management (MDM) solutions to protect data and devices, deployment services to ensure a speedy and seamless deployment process, and post deployment helpdesk services offering application support and device support including Advanced Exchange services. Our services are designed to assist customers through the full solution lifecycle.

**Mobility Consulting**

AT&T strategy consultants assist customers in understanding technology trends and how mobility can add value to an organization’s business processes. Consultants identify opportunities that can benefit from mobility technologies and establish an overall mobility strategy that covers BYOD, B2C, B2B, B2E, G2C and M2M solutions.

AT&T can develop reference architectures that support various scenarios and create high-level business case and ROI models. The strategy will ensure that standards are defined so applications, solutions, and processes can be reused across the enterprise. Additionally, AT&T facilitates the development of a governance process that enables businesses to better manage the transition to mobility solutions.

The primary objectives of a strategy engagement are a comprehensive mobility strategy that addresses both short-term and long-term requirements, and a tactical plan.

**Potential Benefits**

- Accelerate time-to-value from mobility initiatives
- Apply innovative mobility solutions to increase competitiveness
- Increase productivity by freeing up internal resources to focus on core business goals
- Mitigate risks with scalable, carrier-agnostic, end-to-end mobility solutions

**Features**

- Deep mobile technology expertise
- Global solutions, carrier agnostic
- Mobility experts in architecting, integrating and operating mobility solutions
- Integration with Security Services, VPN, VoIP, UC and Application Solutions
- Ready for future innovation
that highlights the sequence of actions and decisions needed to close the gap between the current state and the desired state.

**Mobile Application Solutions**

**Mobile Application Development**

AT&T uses best-in-class Mobile Application Platform (MAP) tools to design, develop, deploy, and manage the lifecycle of mobile applications across carriers and devices internationally. Our developers architect and design mobile solutions based on an intimate understanding of user profiles and use case scenarios. Our expertise in user interface/user experience (UI/UX) design enables AT&T to produce mobile applications that both meet current requirements and anticipate future needs. Our developers have deep experience in developing mobile applications that support multiple device platforms, iOS®, Android™, and Windows®, and target multiple architectures such as web, native, or hybrid. The robust history of AT&T in development and deployment of complex customized applications and systems integration allows for reliable solutions while helping to reduce project risk for clients.

**Managed Enterprise Mobility Services**

AT&T takes the guess work out of assessing, planning, and deploying an MDM platform and mobile applications. Both MDM and mobile applications can be on premise or hosted and managed in an AT&T data center.

AT&T Managed Enterprise Mobility Services offer:

- Technical support
- Move add change delete (MACD) administration
- Service optimization
- Service on-boarding
- Installation, configuration and training
- Annual health check

**Application Service Desk**

The AT&T Application Service Desk is comprised of experienced, industry certified professionals who provide hands-on, comprehensive, proactive, managed services and technical support for AT&T mobile applications and MDM platforms. This service is intended for customers who require the day-to-day administration of their managed services platform and leverage AT&T for triage, support, and how-to/FAQs.

The application support provided by AT&T includes the following:

- Standard application warranty – included with all application and solution deployments
- Three tiers of annual support package options
  - Silver/9x5 Support
  - Gold/24x7 Support
  - Platinum/Remote Administration Support

Packages include varying levels of response times, support hours, and access to mobility solution SMEs to resolve technical issues.

**Mobile Device Lifecycle Solutions**

AT&T provides device lifecycle and international deployment services for rapid implementation of mobile solutions through a world-class delivery organization. AT&T specializes in creating, deploying, and supporting enterprise hardware-based solutions such as for ruggedized devices, tablets, smart phones, or M2M assets.

The solutions include:

- Device deployment – including all aspects of staging and kitting
- Device depot services – asset inventory and spares management
- Device protection – covers device needs repair or replacement
- Device upgrades/refresh – deploy new technologies and improved device capabilities
- Device disposal and salvage – environmentally friendly and economical way to remove aging or unusable devices from circulation
- International device distribution – deployment capabilities in key geography locations
- Demo program – testing of the latest integrated mobile solutions and devices in the AT&T portfolio

**Mobile Network and Technology Transformation**

AT&T specializes in designing, deploying, and supporting enterprise mobility solutions such as Wireless Local Area Networks (WLAN), Wireless Wide Area Networks (WWAN), RFID, and Real Time Locating Systems (RTLS).

Covering the life cycle of solution design and deployment, AT&T can assist with discovery by surveying and documenting an organization’s wireless network infrastructure, validating coverage, and conducting a gap analysis for enhanced solution requirements.

AT&T is solidly positioned to deploy a robust enterprise grade solution managing the full scope of hardware logistics, including procurement, configuration, QA testing, shipping, and inventory management.

AT&T will support the solution by providing customer training to IT employees, managing the solution 24x7, and acting as the third level of engineering support.

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