



# Product Brief

## AT&T Unified Communications Services

### Cloud-Based Unified Communications as a Service

Unified communications (UC) can help boost productivity and accelerate business processes. But if you're still struggling with disparate UC and telephony applications, you may not be getting all you can from these powerful solutions.

Users want fast and seamless access to multiple tools – from presence, email, chat and calendar apps to voice calling, voicemail and conferencing tools – and from virtually any device, anywhere. You want to mitigate the impact of a complex and costly integration project, especially if your staff is busy deploying, managing and supporting the IT infrastructure that runs your solutions.

The answer is AT&T Unified Communications Services (AT&T UC Services), a cloud-based as-a-service communication and collaboration solution. AT&T UC Services can integrate multiple UC and telephony tools with presence behind a single user interface – and make them easily accessible on supported select desktops, laptops, smartphones and tablets via the AT&T network cloud.

#### UC and Telephony Together in the Cloud

AT&T UC Services provides users with one place to go for enhanced visibility and control over a range of UC applications and telephony features. AT&T's UC portfolio includes the following solutions:

- **AT&T UC Voice** – a cloud-based IP telephony solution that offers a rich range of easy-to-use, high-quality voice features tightly integrated with enhanced UC functionality.
- **AT&T UC Voice with Cisco Jabber®**
- **AT&T UC Voice integration with Microsoft® Lync®**

#### AT&T UC Voice – Foundation for Advanced Communications

AT&T UC Voice is a feature-rich, cloud-based IP telephony solution that provides easy-to-use, high-quality voice and UC features as-a-service. Taking advantage of the Cisco Hosted Collaboration Solution (HCS) platform, AT&T UC Voice can deliver these features and capabilities:

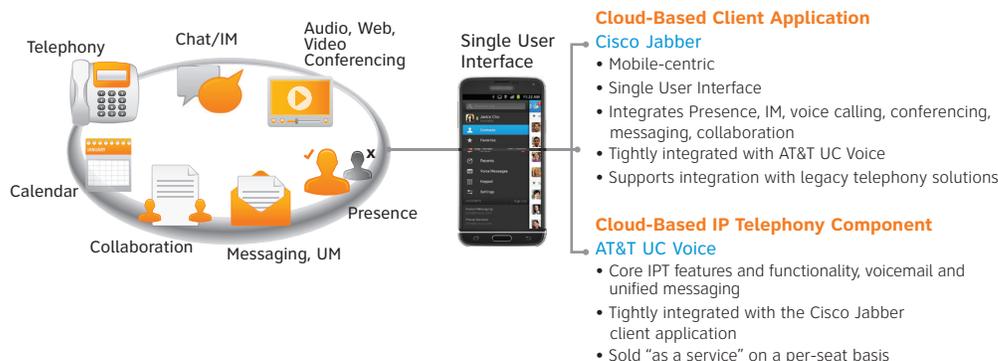
#### Potential Benefits

- A single point of responsibility for multivendor UC solutions
- A hybrid architecture approach to help protect existing investments
- A mobile-centric design for functionality across diverse platforms, networks and select wired and wireless devices
- Leverage one of the world's most robust IP networks and a 100-year history of delivering high-quality voice services

#### Features

- Simplified service delivery with cloud-based UC and telephony
- A single easy-to-use interface for UC and telephony tools
- A rich range of UC and voice services
- Smooth multi-tasking between communication modes
- Enterprise-class availability, reliability and scalability
- A per-month, per-user subscription fee for cloud services
- Voicemail and unified messaging to capture your voice messages and make them available via an email message
- Presence and collaboration to quickly locate and connect with contacts

### AT&T Unified Communications Services



To learn more about UC Federation services, visit [www.att.com/uc-services](http://www.att.com/uc-services) or [have us contact you.](#)

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- A rich array of PBX/IP telephony features
- IP phone, video phone and soft phone support for making calls over the public switched telephone network, or over the computer via IP
- Single Number Reach on wired and wireless devices to reduce missed calls
- Advanced E-911 cloud-based service
- Unified messaging in a single mailbox
- Presence to check availability of important contacts
- Collaboration tools for on-demand conferencing
- Seamless multi-tasking
- Multi-device access on select desktops, laptops, smartphones and tablets

### Advanced E-911 Cloud-Based Service

As an optional feature, you can also elect the Advanced E-911 cloud-based service for an affordable per user monthly fee in addition to the UC Voice monthly subscription. This service, available only in the U.S., automates and simplifies the dialing and routing of emergency calls. When the Advanced E911 Service is deployed at a Customer location, if a Customer or User places an emergency call to 9-1-1, with a UC enabled IP phone the AT&T UC Voice platform detects the call and the AT&T Advanced E911 service routes the emergency call to the ERS (Emergency Routing System). When the ERS receives the call, it will look up the caller's physical location based on subscriber's pre-provisioned data information. The call is then routed based on the subscriber's pre-provisioned location to the geographically appropriate Public Safety Answering Point (PSAP), so there is less verbal information and identification required from the caller which can help with expediting the emergency response. The emergency call can also be recorded. Since

this service is delivered through the AT&T UC Voice cloud, there is no complicated set up or equipment to purchase.\*

### Flexible Options for Merging Voice and UC

You may want to use AT&T UC Voice solely for IP telephony features as a first step on your transformation roadmap. Or, you may want to take advantage of a full UC deployment, including a UC client application, such as UC Voice with Cisco Jabber®, or Microsoft®, Lync®.

- AT&T UC Voice with Cisco Jabber®, one of the leading UC applications globally, brings IP telephony tools together with a range of unified communication features in one offering from AT&T.
- AT&T UC Voice integration with Microsoft® Lync®, which is tightly integrated with Microsoft® Office® products, brings IP telephony tools together with a range of unified communication features in a single offering from AT&T.

The latest AT&T UC solutions, available via the cloud, enable organizations using Microsoft® Lync® or Cisco Jabber® to integrate with AT&T UC Voice and AT&T Conferencing to bring together telephony, conferencing and collaboration tools in a single offering. And, by using AT&T UC federation services, we can give internal teams using supported platforms the flexibility to collaborate within their ecosystem of customers, suppliers and partners, even if they are using communications solutions from multiple suppliers.

### Deploy Quickly, Manage Simply

As a cloud-based service, AT&T UC Services helps reduce the usual procurement and deployment delays, helping you respond to business opportunities more quickly. You

can also help reduce capital equipment expenses with a per-seat, per-month subscription fee for UC and telephony services, while you gain the availability, and scalability of the AT&T network cloud.

With 24x7x365 network, server and storage management provided by AT&T, and a single contact for support, you can free your staff from infrastructure management. Since UC and telephony applications reside in the cloud, you should no longer need to deploy and manage them on individual devices. Self-service tools help you administer or update user preferences within minutes.

### Help Protect Existing Investments

AT&T UC Services can help you get more value from UC and telephony tools without sacrificing current investments. AT&T UC Services can support:

- Integration with new and existing UC applications, including presence, instant messaging, unified messaging, web, audio and videoconferencing and email
- Multiple telephony solutions, including existing IPT and legacy PBX voice platforms
- Multiple devices, platforms, operating systems and carriers
- A hybrid cloud/on-premise environment to avoid rip-and-replace migrations

### Choose AT&T for Enterprise-Class Cloud

With a depth and breadth of UC, telephony and cloud expertise, backed by system integration capabilities, AT&T can be a single point of responsibility for your multi-vendor solutions. Our hybrid architecture approach, mobile-centric design and multi-vendor expertise can help you protect existing investments while you deliver cloud-based UC and telephony services to more users in more places.

For more information, contact an AT&T representative, or visit [www.att.com/uc-services](http://www.att.com/uc-services)

To learn more about UC Federation services, visit [www.att.com/uc-services](http://www.att.com/uc-services) or [have us contact you.](#)



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\*With the Advanced E911 Service, emergency calls placed from Mobile Applications on CMRS enabled devices will generally be handled over the cellular network. When cellular coverage is not available, voice over Wi-Fi calling capability (including 911 calls) generally will not be available.

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