



Overview: AT&T Cloud Strategy and Solutions

Amy Alvarez
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Technology Trends Reshaping Business



Powerful Mobile
Computing Devices



Fast, Widespread
Wireless/Wireline IP
Networks



Cloud Computing

Companies are *reengineering* the way they do business.



The AT&T Network is Foundational to our Cloud Solutions

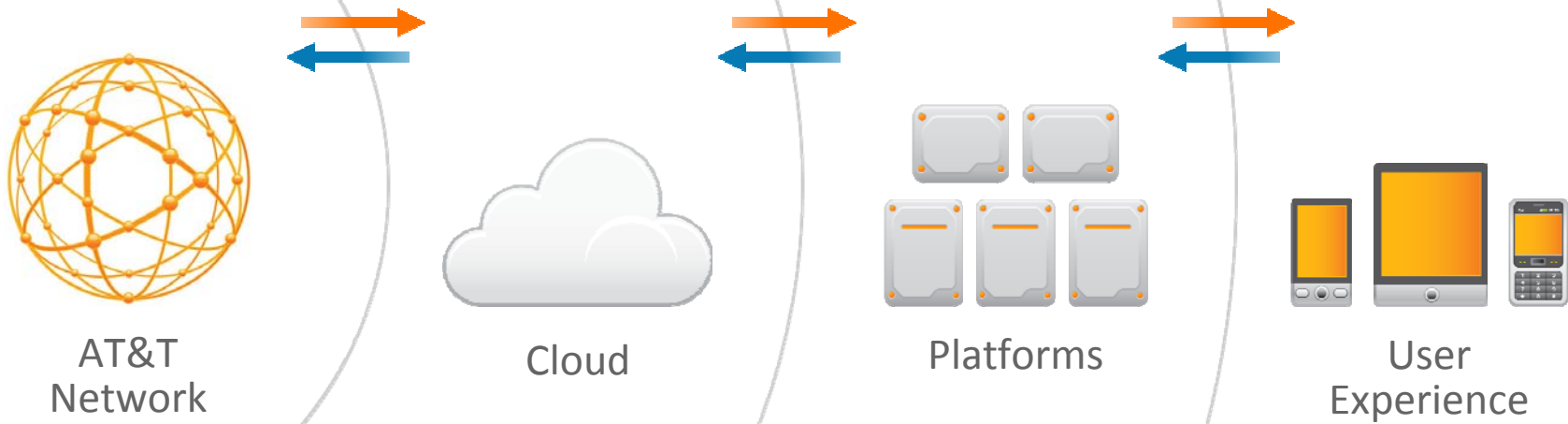
Security, Reliability, Intelligent Routing

- Largest, Most Advanced IP/MPLS Network – 182 Countries
- Network Intelligent Routing and Control
- Industry-Leading Security
- End to End Management and Reliability
- Unmatched Interoperability - Standards Community Leadership
- Open to Innovations – 100+ Exposed APIs

**These Core Strategic Services
Provide The Foundation For
Emerging Solutions**



Our Cloud is a Part of a Broader Vision that Includes our Network and Mobile Assets



Our Vision for Our Cloud is Robust

- Deliver on the promise of mobile cloud
- Extend cloud capabilities into Software as a Service
- Build cloud-based tools for business collaboration.
- Create an open ecosystem for customers to choose the cloud services that meet their needs.



**Reliable, Secure,
Predictable, On Net**

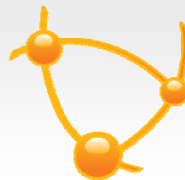


Our Cloud Is Part Of Our Strategy

To flexibly deliver integrated content, applications and services...



**...to any device,
anywhere, anytime.**



Network Sourcing



Mobile Productivity



As a Service



Cloud Deployments:

Infrastructure as a Service

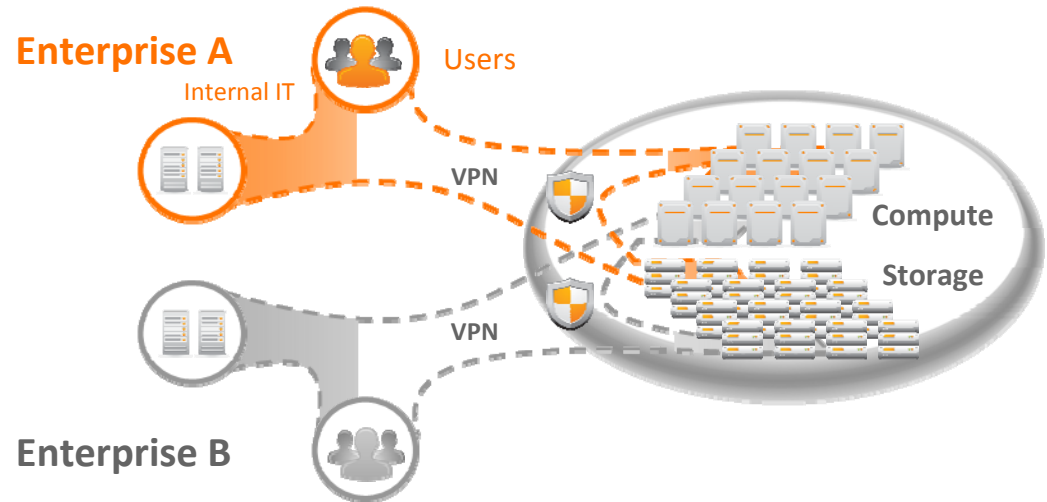
AT&T Synaptic Storage and AT&T Synaptic Compute

•Benefits

- Reduced capital costs
- Increased flexibility
- Meet dynamic demand for applications

•AT&T Difference

- Combine network + IT resources for greater control
- Network based security



What is Infrastructure as a Service?

- Storage and Computing resources delivered via the network.
- Provision easily and immediately via a portal.
- Turn on and turn off resources as-needed.
- Pay for only what you use.

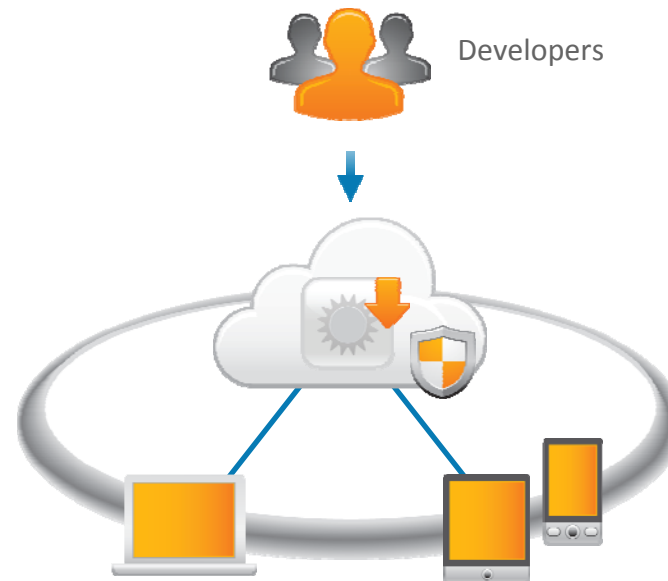


Cloud Deployments:

Platform as a Service

AT&T Platform as a Service

- Benefits
 - Quickly launch applications
 - Automate business processes
 - Meet needs of users
- AT&T Difference
 - Broad portfolio of complementary services like mobility and networking.
 - Stability, scalability, performance and global reach



What is Platform as a Service?

- Complete, ready-made technology stack.
- Standardized infrastructure on which you can deploy applications.
- Scale up as you draw more users.
- Pay per user, per month.



Software as a Service

AT&T Workforce Delivered & Siebel® Case Management

AT&T Today

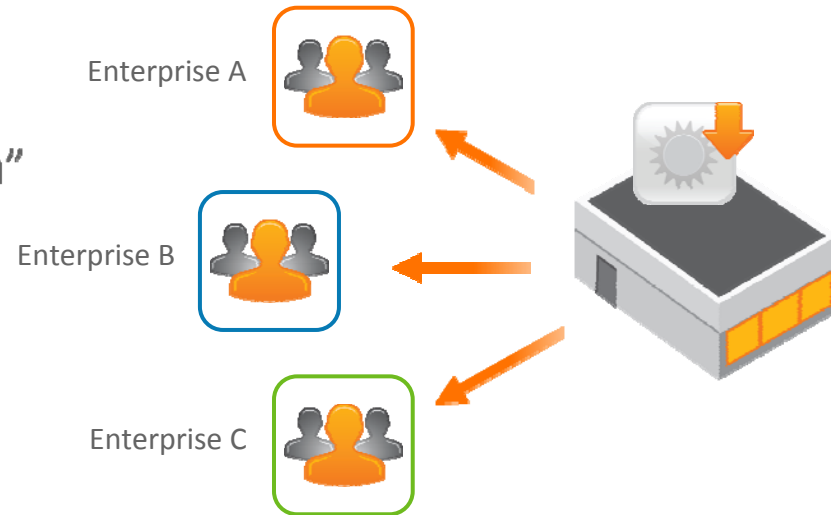
- Software on shared infrastructure
- Subscription licenses offered on a “term” basis for certain applications
- Initial upfront payment for hardware
- Per user, per month fee thereafter for certain applications

AT&T Tomorrow

- One application instance deployed in AT&T IDC
- Multiple organizations access and use the application.

Benefits

- Lower total cost of ownership for applications
- Easy access for distributed workforces
- Reduce time to deployment



Software as a Service?

- Full software functionality
- One software instance delivered to multiple customers over the Internet
- At term end, customer has no access to application.
- Pay per user, per month.





Rethink Possible®

