Where Is Networking Taking Your Business?

The world is changing, adding to networking complexity. In today's global business environment, keeping pace with change can be daunting. Economic factors continue to drive home the need to control costs, new regulator issues are impacting how we do business and conducting business 24x7 worldwide can overwhelm even the most well run company.

It's not just about business factors...the networking environment is changing as well. The number of devices attached to a network is expected to be in the billions, viruses and network attacks are skyrocketing, new ways to access a network are continually being introduced, and business continuity and security is becoming more critical to companies given the role a network plays in their business.

AT&T understands that melding the business drivers and networking environment is complex. There are legacy applications and systems, all running on different protocols, which require a well thought out integration plan. Not only are companies dealing with capital constraints, but also shifting user behaviors and continuity considerations that are difficult to predict.

AT&T, the world's networking company, believes that capable, scalable, evolvable networking capabilities are critical to helping your business survive and prosper. The vitality of your enterprise depends on the strength and vigor of the network that supports it.

Evolving Tomorrow's Network – Today

In preparation for the future of networking, AT&T is making the necessary investments to provide customers with a network that delivers speed, flexibility and resiliency with self-provisioning and high-speed access capabilities worldwide.

AT&T's network evolution is driven by our commitment to change the game for customers by putting the user at the center of the network – a dramatic shift from how network providers traditionally view networking. Our goal is to create an application-aware network on a single, global photonic infrastructure that automates and simplifies every application.

We're seeking to change the game for customers by turning the network 'inside out', creating a user-centered, application-driven network.

What do we mean by turning the network 'inside-out'? Essentially, we're taking the intelligence and technological power of the network and centering it on the user's applications. It is "application-aware": serving the enterprise's needs in real-time so that every demand is anticipated and met, every business objective satisfied. The enterprise retains full control over its own applications, and can constantly monitor its performance to assure that things are running as expected.

Future Customer Benefits

- Applications dynamically deployed to maximize server utilization and improve user experience
- Automatic deployment, distribution, scaling and disaster recovery of dynamic content, web applications, SIP applications and Web Services
- Self-provisioning of virtual private networks to link enterprises and their applications with customers, suppliers and employees
- Reliability, security and business continuity infused into every layer

Evolving Your Network On Your Own Terms

AT&T is very much down the path to creating a user-centered, application driven network. AT&T has already spent several billion dollars to add intelligence and automation to the network as well as enable a better customer experience via online tools.
But we want to be clear about one thing... you're in control. When you're ready to evolve your network, AT&T is ready.

As a networking leader, we understand that your network, systems and hardware need to be linked in order to most efficiently run your business. Thus, we created an environment where the network becomes the enterprise's central computer, powering every application, adapting to every emerging need and opportunity.

It's Enabled. It's Integrated. It's Simplified

Today, companies are charged with building a capable, productive, customer, supplier, and employee friendly networking presence that creates permanent, profitable relationships and, quite frankly, it's a complex task.

Creating a network that meets your mission-critical requirements for nimbleness, security and continuity, regulatory compliance, ROI and margin pressure, is a lot of work. Too much of your precious time, capital and expertise are spent in chasing the best mix of networking and computing technologies for your enterprise. At AT&T, we want customers to be able to focus on their core competencies and leave the networking to us.

In the end, AT&T's technology leadership simplifies the complex networking environment that lets customers say:

It's enabled – Delivering solutions that enable us to cut costs, improve processes and increase productivity, allowing us to evolve our networks at our own pace.

It's integrated – Consistent, cohesive worldwide offers over a single platform; integration and interoperability across technologies, enablers and applications.

It's simplified – Seamless service implementation; providing online tools that put us in control.

Can your network do this?

To learn more about these new networking concepts, please contact your AT&T Representative.