



# 47 Ways AT&T Can Help Grow Your Business

## AT&T Data Center

- Managed Data Center
- Storage and Backup
- Virtualization
- Utility Computing
- Application Management
- PBX in the Cloud

## Wireless

- Line of Business Applications
- Location-Based and Workflow Solutions
- E-mail Solutions
- Video Call-to-Call Solutions
- WAN Router and Backup Solutions
- Laptop and Ultra-Mobile PC Access
- Wi-Fi Footprint

## Network Based Services

- Network Based Firewall
- Spam/Web Filtering
- Distributed Denial of Service (DDoS) Prevention
- Managed Exchange
- Presence and Collaboration

- Voice Gateway
- Video Gateway
- Network-based PBX
- Content Distribution
- Content Storage and Cache
- Content Stream
- BusinessDirect Portal

## Consulting Services

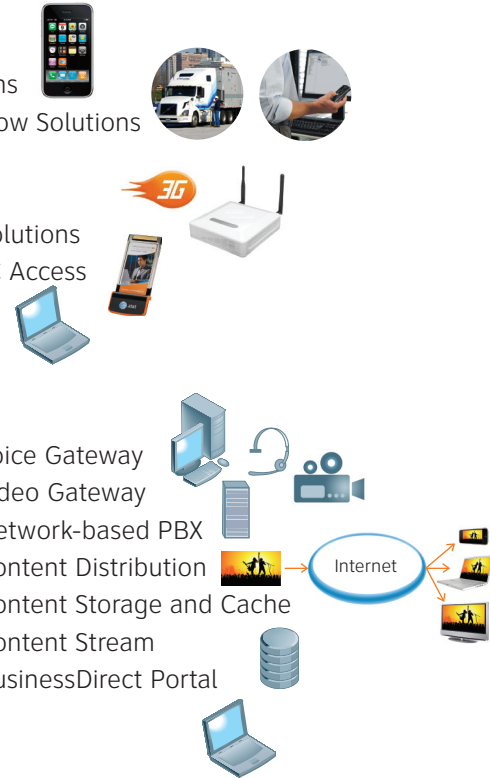
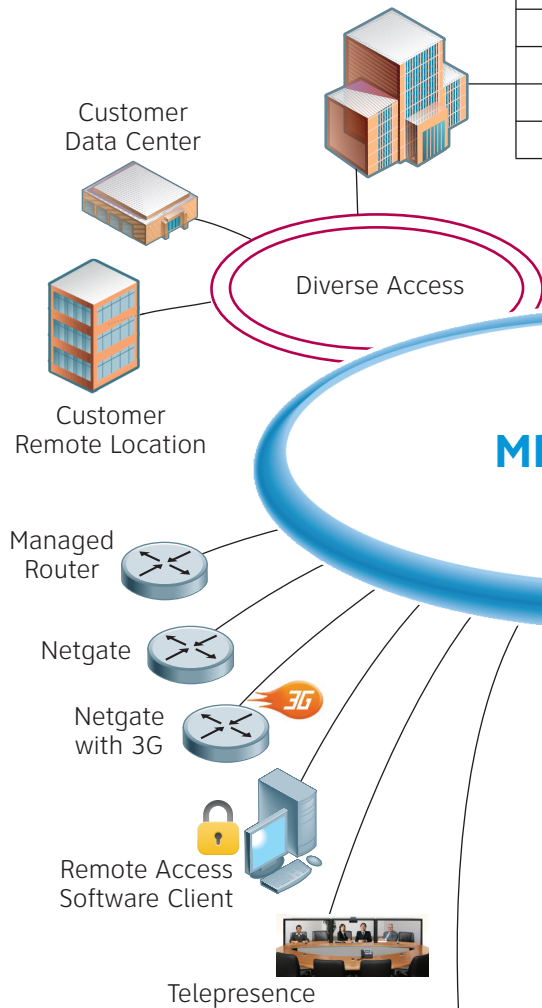
- Business Continuity and Disaster Recovery Planning
- Recovery
- Experts on Call
- Ethical Hack and Penetration Testing
- Audits and Remediation
- Structured Cable and Deployment
- Application Development

## MPLS Cloud

## eCommerce

- eStorefront – Order Capture
- eCatalog – Order Management
- System to System Integration
- B2B Network and EDI
- Warehouse Management
- Transport Management with 7,000 Carriers
- Payment Card Industry (PCI) Compliance

## Core Network



## PRODUCT BRIEF

# AT&T Business in a Box<sup>SM</sup> – High-Speed Internet

An AT&T Voice DNA<sup>SM</sup> Solution for Small Business

Do you need a complete IP communications solution for your small business? Want to reduce the cost and complexity of your CPE? AT&T Business in a Box<sup>SM</sup> High-Speed Internet (HSI) provides a network-based, fully hosted, simplified VoIP solution that will reduce the cost and complexity of your communications solution. AT&T's single device replaces several pieces of CPE and serves multiple purposes:

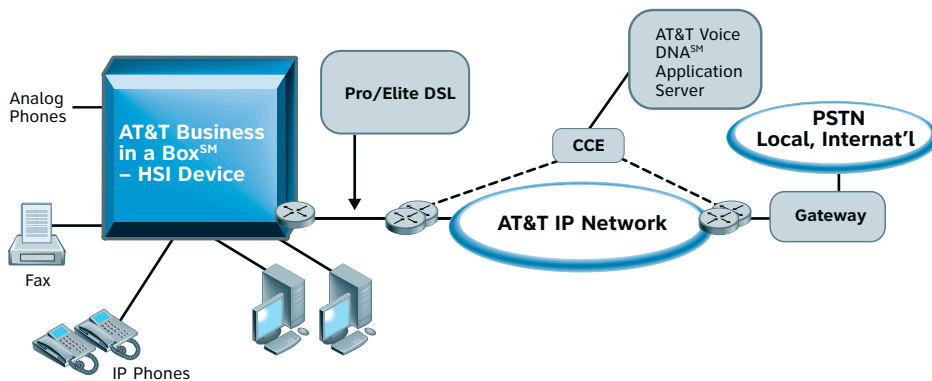
- Wireless access point for in-office networking
- Integrates traditional analog phone ports
- Includes an integrated Ethernet switch
- Internet access routing
- Firewall capabilities

### Here's What is Included in the Solution

- Broadband access via AT&T High-Speed Internet (Pro<sup>SM</sup> or Elite<sup>SM</sup>)

- Full premises data infrastructure (LAN, Power over Ethernet, Firewall, Wireless LAN Interface)
- Assurance Access Line (backup analog line)
- Unlimited All-Distance Calling (includes local and domestic long distance)
- Telephony features and enhanced applications
  - Voice mail
  - Locate Me (Find Me/Follow Me)
  - On Demand Conferencing
  - Auto Attendant
  - End-User and Administrator Portals
- Simplified training process
- Extraordinary Customer Support

### AT&T Business in a Box<sup>SM</sup> – HSI Diagram



### BENEFITS

- Combines data, Internet, local voice and long distance voice into one connection, one simple solution and one provider with one number to call
- Offers decreased operating and capital expenses with no need to buy LAN, firewall, POE, wireless access point (802.11b/g) or Internet access because they are included
- Local and Domestic Long Distance are included
- Evolve from analog to VoIP
- Provides small locations with enterprise-class features
- Gain increased security through support for firewall
- Single device provides wireless data access within your facility
- AT&T Wi-Fi for data at over 10,000 hot spots nationwide
- Utilize Find Me/Follow Me so customers call just one number to reach employees
- Unite locations with a simple to manage, voice/data network
- Adjust to your evolving needs by using a scalable service
- Aid in security/disaster planning with our hosted solution
- Use just one carrier to meet your local, long distance and data services needs
- Decrease administrator MACD's, end-users handle minimal configuration



## Feature Packages to Enhance Your Communications

Robust customer support for both end-user and admin portals (i.e., setting up hunt groups, modifying Locate Me services, using Unified Messaging, etc.)

### Standard Package (No End-User Portal)

- Abbreviated Dialing (7 digit)
- Audible Call Forward
- Auto Callback Busy
- Call Forward – Busy, No Answer
- Call Hold
- Call Reason Display
- Call Restriction
- Call Transfer – Blind, Consultative
- Call Waiting Block/Unblock
- Caller ID Blocking
- Caller ID Presentation
- Caller Name and Number Presentation
- Custom 911 Routing
- Dial 0 for Company Operator
- DID (Direct Inward Dialing)
- DOD (Direct Outward)
- Executive Busy Override
- External Transfer
- Fax Machines Utilizing G.711 Fax Protocol
- Last Number Redial
- Music On Hold
- Station to Station Dialing
- Three-Way Conferencing

### Premium Package (Includes End-User Portal) Standard Package plus the following:

#### Personal Web Site Features:

- Alternate Name Search
- Call Forking
- Call Logs
- Click to Call
- Directory/Contacts
- Locate Me (Find Me/Follow Me)
- Call Forward - Busy, No Answer, Variable
- Caller Categories (Groups)
- Call Treatments
- No Answer Ring Timers
- Selective Call Acceptance
- Selective Call Forwarding
- Selective Call Rejection
- Simultaneous Ring
- Missed Call Notification
- My Profile
- Speed Dialing Corporate and Personal

#### Phone Features:

- Bridged Line Appearance
- Call Forwarding – Unconditional
- Call Park
- Call Pick-up, Pickup Directed, Pickup Group

### Premium Package Continued

- Click to Call LCD
  - Distinctive Ringing
  - Do Not Disturb
  - Intercom Calling
  - Last Call Return
  - Multiple Line Appearances-Single and Multiple Extensions
- Common Capabilities:**
- Account Codes – Mandatory
  - Account Codes – Optional
  - Call Groups
  - Hunt Groups
  - Outlook Integration
  - Switch Phone
  - Voicemail (Unified Msg, Msg Waiting Light, Zero-Out)
  - Auto Attendant
  - On Demand Conferencing

Administrator Tool Portal provided to Administrators for management of all Feature Packages.

End-User Portal provided with each Premium Package.

### Benefits Across Your Business

- Enhance business productivity through advanced features including VIP routing, conferencing, click to call and remote worker/mobility support
- Centralize control of communications across your entire organization including branch and home office sites, allowing you to easily add sites, users and features
- Improve return on your investment through savings on capital expense for

key systems and through reduced costs associated with moves, adds, changes and deletes (MACD's)

### Convenience and Control for Administrators and Employees

- The administrator web portal is intuitive and user friendly, providing centralized administration across your organization for MACD's, disconnect activity, reporting and management capabilities

- The personal web portal gives your employees the ability to manage their calls and features through an easy to use interface that is accessible from an office computer and remotely via the Internet. Once logged in, they can check call logs, listen to voice mail messages and manage call settings

For more information contact your AT&T Representative or visit us at [www.att.com/business](http://www.att.com/business).



at&t

Your world. Delivered.