

AT&T Managed Switched Ethernet on Demand (ASEoD)

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The changing tech landscape

Rapid acceleration

6

number of years
companies say their digital
communication strategy
has been accelerated by¹

75%

of businesses feel the pace
of disruption has increased
over the past three years²

Increased complexity

81

average number of
technology products
or services used
by enterprises³

34+

average number of
technology vendors
used by enterprises³

1. Twilio COVID-19 Digital Engagement Report; July 15, 2020

2. Accenture COVID-19: Building the intelligent enterprise to create agility and resiliency; April 23, 2020

3. GlobalData Annual Enterprise Customer Insights Survey; June 2020

Managed ASEoD

is the single solution customers want...and need



Multiple Providers

Requiring the customer to be the solution integrator

Many Circuits and Devices

Requiring the customer to simplify the complexity and shoulder the costs

MINIMIZE

network complexity

Competing Demands

Requiring the customer to juggle time and energy beyond their core business

Technology Changes

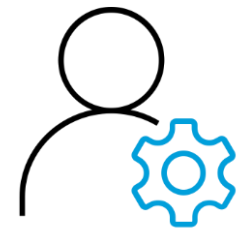
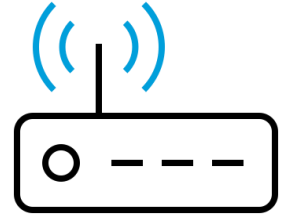
Requiring customer to refresh or update to keep rapidly changing technology

Managed ASEoD - Simplify your network

SINGLE CONNECTION

SINGLE DEVICE

PROACTIVE MANAGEMENT



✓ Enables both Internet and Virtual Private Network

- ✓ Routing
- ✓ Firewall
- ✓ IPS
- ✓ Web filtering
- ✓ Switching

✓ Single point of accountability

What is Managed ASEoD?

Secure Ethernet VPN and Internet connectivity over a single connection that combines:

ASEoD

- **Point-to-point or multi-point connections** – provides a secure Virtual Private Network between two or more locations
- **Internet Access** – provides flexibility to split the circuit using an Internet Ethernet Virtual Connection (IEVC) to directly access the Internet
- **Traffic prioritization** – Five Classes of Service (CoS) allowing selection of prioritization based on needs
- **Flexibility and Assurance** – Select the maximum bandwidth needed from 2 Mbps up to 100 Gbps in near real time and pay only for what is used
- **Adding or changing** network services in near real time
- **Provisioning new ports** quickly, often in days or less compared to weeks

+

Managed Device

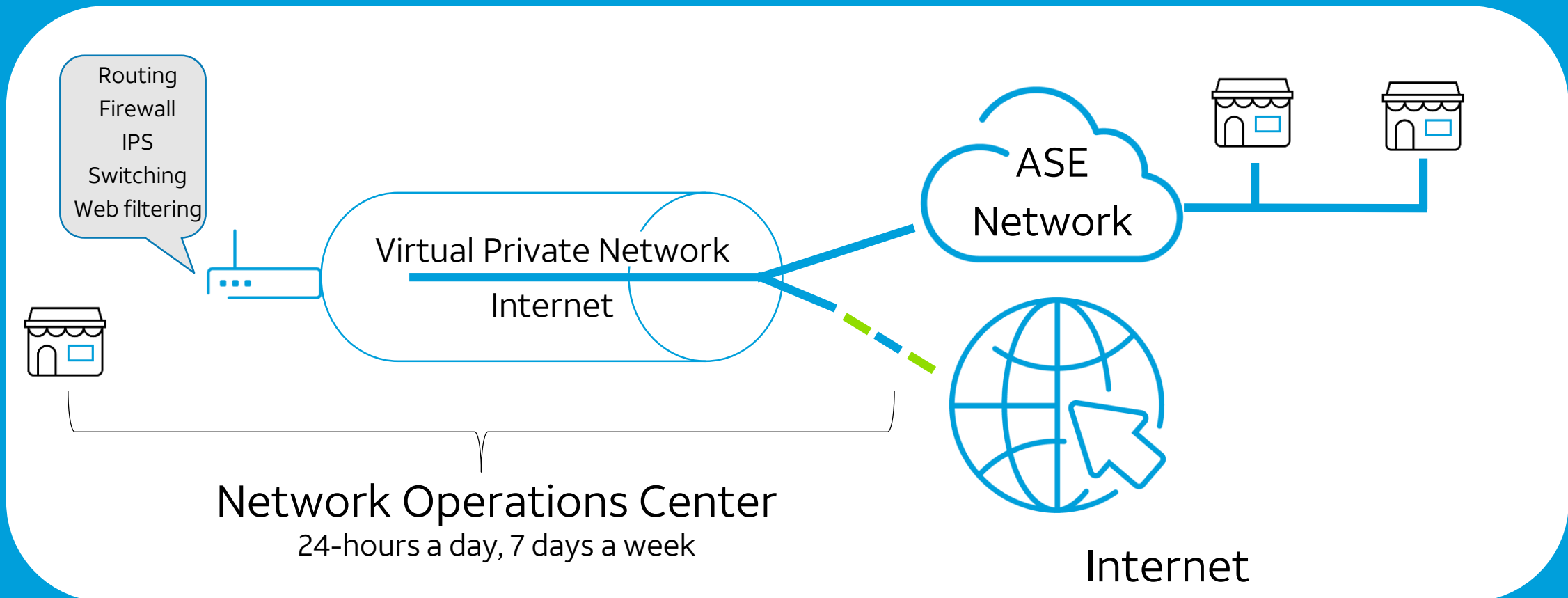
- **Single-device solution provides**
 - Routing
 - Firewall
 - Intrusion Prevention System (IPS)
 - Switching
 - Web filtering
- **Single IP Address** – can be used to support multiple devices or servers
- **Installation project management** of device and circuit, with on-site implementation as needed
- **Proactive management** - Single point-of-contact that monitors the service 24 x 7 x 365
- **Enables deployment of new features** as they become available, such as WiFi

Two virtual connections in a single circuit

1 Simplified Customer Network

2 End-to-end managed solution

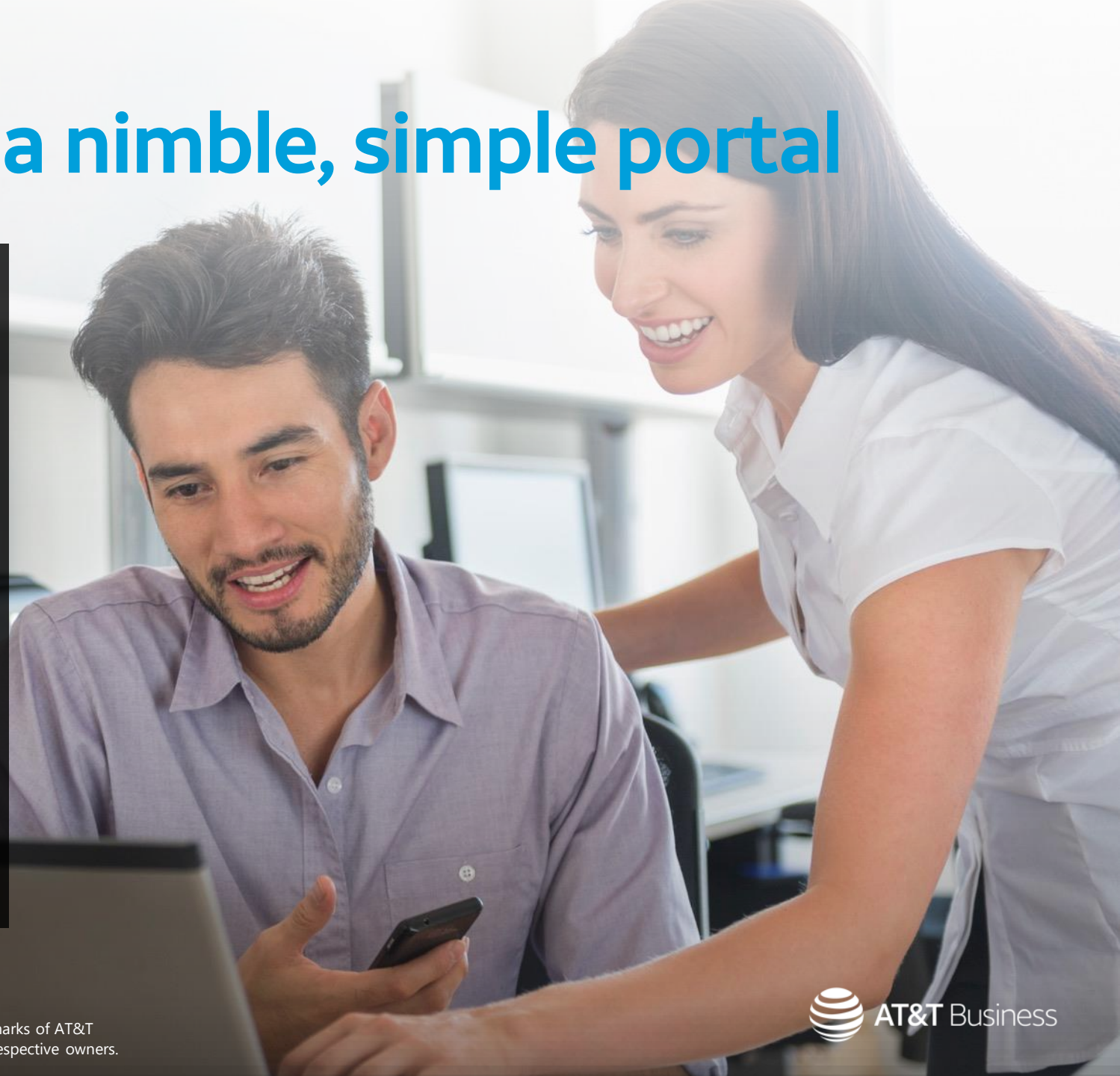
3 Simple Business Center Portal with near real-time bandwidth changes



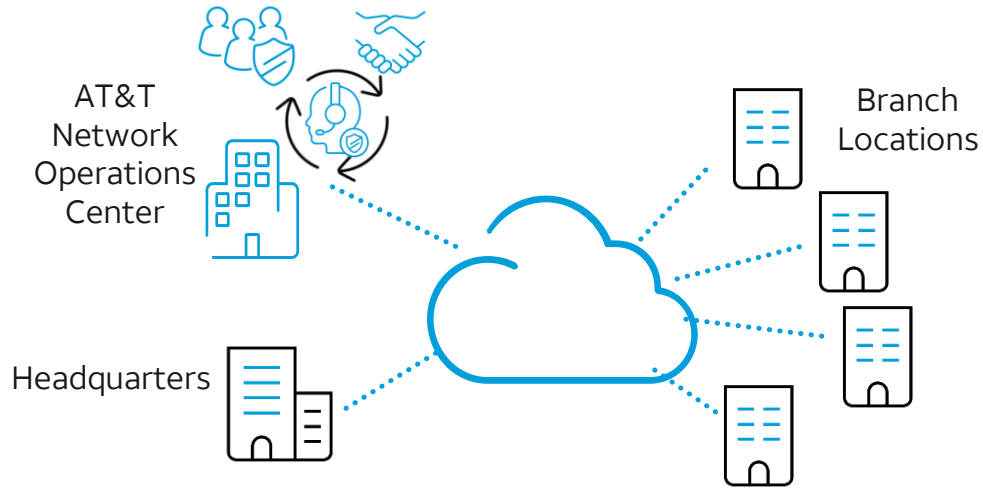
Manage it all from a nimble, simple portal

Intuitive and easy-to-use,
the AT&T Business Center
web portal:

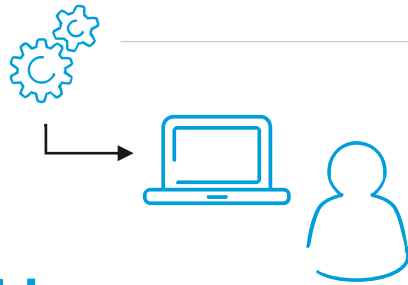
- Add new locations
- Enable near-real time changes or at your schedule
- Performance and Utilization reports
- View alarms, inventory or open trouble ticket



Monitoring + Management



Network on Demand
portal



Best of both worlds...

- **You manage → Network on Demand Portal**
 - Near real-time bandwidth changes to meet your business demand
- **AT&T manages → Network Operations Center**
 - 24X7 performance monitoring and alerting of your network



Let us help you simplify your network with Managed ASEoD

Get started with your Account Executive today!



- A **single connection** per site for **secure VPN and Internet**
- A **single device** per site for
 - Routing
 - Firewall
 - Intrusion Prevention System (IPS)
 - Switching
 - Web filtering
- **Installation project management**
- **Proactive management**
- **Self-service flexibility**