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| **The What** | AT&T has expanded its Synaptic family of offers to deliver a fully integrated application and networking infrastructure that can handle a business’s simplest to most demanding requirements for managed and hosting IT services.  The AT&T family of Synaptic services combines with AT&T’s hosting and managed applications portfolio to offer businesses a continuum of fully managed application services or user-managed hosting services delivered from the network cloud on demand and at scale. They also offer businesses the flexibility to pay only for the services and amount of capacity being use.  AT&T’s family of Synaptic services are part of its umbrella strategy to drive innovation across enterprise networking and computing environments through hybrid public and private cloud platforms. The AT&T network is the lynchpin for integrating these technologies, and delivering enterprise class network-based protection and application management capabilities. In time, AT&T’s “infrastructure as a service” platform will enable developers to build applications in our network cloud.  The AT&T Synaptic family of services currently includes:  **AT&T Synaptic Hosting(SM):** Launched in August 2008, AT&T Synaptic Hosting is an end-to-end managed hosting solution built on a virtualized infrastructure. With this service, AT&T provides a complete, managed IT ecosystem over which customers load and run applications. Customers can take advantage of a fully virtualized infrastructure or combine it with dedicated components to meet specialized requirements. In addition, AT&T’s designated support staff works with customers to select the right architecture for their business requirements and help to ensure that internal and external processes have a hosting environment that’s as expandable and robust as needed.  AT&T Synaptic Hosting service uses the AT&T Synaptic Infrastructure, a virtual IT infrastructure that a Customer may easily scales up or down to better match IT capacity with changing business demands. This infrastructure is a next-generation utility computing platform that gives each customer its own secure, virtualized operating environment. The AT&T Synaptic Infrastructure is ideal for companies with fluctuating or hard-to-predict needs. When traffic spikes on websites, the service’s scalable utility architecture expands the storage, network and server capacity, then allows users to scale back capacity when the rush is over – and it’s all protected by the layered network-based security of AT&T Global Network.  **AT&T Synaptic Storage as a Service(SM)**: AT&T Synaptic Storage as a Service is a scalable, pay-for-use data storage solution that can be accessed from anywhere through web-enabled devices. A key advantage of AT&T Synaptic Storage as a Service is that it helps businesses avoid capital outlays. Instead, customers pay a monthly operating expense – as manageable as renting a storage unit for which the charge depends on how much is being stored. But unlike a physical storage unit, AT&T Synaptic Storage as a Service stretches as more data is stored.  The service is especially suited for data that is not used every day but must be kept for months or years and reached easily and quickly. It functions as an expandable pool of stored data, which users can manage themselves in whatever way suits their businesses. What’s more, customers can add on AT&T Synaptic Storage as a Service no matter where a their primary IT infrastructure, applications or data may be located -- , hosted in its own data center, with AT&T, or with a third party.  **AT&T Synaptic Compute as a Service(SM):** AT&T Synaptic Compute as a Service(SM), is AT&T’s latest global cloud-based service, designed to give companies of all sizes on-demand access to scalable computing capacity through AT&T’s network-based IT solution. AT&T’s Synaptic Compute as a Service provides companies with a self-service approach for using IT services securely and reliably delivered from AT&T’s world-class network cloud.  Customers can use the service to quickly address demands for scalable computing processing power and expand capacity to flex with their business requirements. In turn, AT&T delivers computing processing capacity that can scale to meet a business’s immediate demand, along with management of the network, server, hardware and storage.  Customers enjoy full self-service features. They can sign up for the service using a web portal that also allows them to order, provision and manually manage server capacity, or they can write their own customized programs that perform the same tasks using application programming interfaces (APIs). Through its ability to link multiple data centers on a common platform – a process called federating – AT&T Synaptic Compute as a Service enables customers to seamlessly manage all their IT resources across the enterprise and develop applications all from one location and move application workloads where and when they are needed. |
| **The Why** | * AT&T defines cloud computing services as a set of network-resident, scalable, flexible resources delivered to enterprises as services that do not require upfront fees or long term commitments. * Customers can access cloud services either through the public Internet or through secure, private network connections – or a hybrid of both. * AT&T’s network is a key enabler for delivering cloud-like services. AT&T’s considerable investments in its network uniquely enables it to tie the network to a broad range of endpoints, and unified, flexible and scalable services to create end-to-end solutions for businesses. * Other cloud computing providers, particularly Web players and IT vendors, can’t move data from their data centers to end users without a network, an asset they don’t own, so their ability to ensure reliable access to data and applications is limited. AT&T has the advantage in cloud reliability. * Competitors do not have the network security expertise of AT&T, nor do they offer the level of network security built into their systems as AT&T’s does in its network and in its hosting services. AT&T provides preemptive, intelligent network security that detects threats in the network and responds before attacks can occur. * Only AT&T has the range of network options to let businesses determine the right combination of cloud-based and proprietary services to meet their specific needs. * The AT&T Hosting and Managed Application Services portfolio offers businesses a continuum of fully managed application services or user-managed hosting services delivered from the network cloud on demand and at scale to meet customers’ specific needs. |
| **Stats & Facts** | * Gartner estimates the current market for cloud services at $46.4 billion, growing to over $150 billion by 2013. * According to Forrester, about 25 % of enterprises plan to purchase cloud infrastructure services – like the AT&T Synaptic portfolio of services -- from external service providers. * AT&T was positioned in the Leaders Quadrant in Gartner’s 2009 Magic Quadrant for Web Hosting and Cloud Infrastructure Services (On Demand) Report, (July 2009). * AT&T’s 38 global Internet Data Centers comprise over 2 million square feet of secure hosting facilities spread over five continents. Among these are five “super IDCs” that act as regional gateways to the AT&T Synaptic Infrastructure platform. * AT&T supports over 400,000 network devices and servers at AT&T’s 38 IDCs and at client sites worldwide. * The research firm Tier 1 ranked AT&T number one for managed hosting revenue (December 2008). |