AT&T Global Overview

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# Networking the Global Economy



# The Global Economy Heats Up

Never before has the world of business been as free flowing and dynamic as it is today. Global trade is growing at more than 9%, according to the World Trade Organization in their 2005 World Trade Report. This is a faster pace of growth than the manufacture of the products themselves.

Economies such as Russia, Turkey, Latin America and, of course, Asia, where the Chinese economy is particularly buoyant, are seeing the rise of a new middle class with high demand-side potential. As compensation increases, there is more discretionary income to purchase goods and services. And, businesses around the world are looking to capture these new revenue streams.

### The New Reality: A global economy is a networked economy

A new world of opportunity is created for those companies that can nimbly execute their manufacturing, marketing and sales strategies wherever the potential presents itself.

Success is built upon the seamless integration of operations across geographies. From the coverage of the infrastructure, to the security of the information flow, to the reliability and continuity in the face of potential disruption, to the productivity of driving more value across sunk investments – all these networking requirements are fundamental enablers of business success. Each must be comprehensively and competently addressed if an enterprise is to prosper globally.

Yet, according to a 2004 survey on networking and business strategy conducted by The Economist Intelligence Unit (EIU) and AT&T, 94% of the senior executives interviewed believed their existing corporate networks were inadequately equipped to handle the business challenges they will face over the next couple of years.

### AT&T: A differentiated global capability to enable your business success

At AT&T, we own and operate a worldwide IP networking infrastructure of hardware, software and AT&T personnel that provide businesses with a transparent standardized solution to enable their global market strategies today and into the future.

Our networking solutions allow any business, anywhere in the world, to leverage AT&T's global IP network and unleash the productivity of their IP applications, as well as better control and manage their own networks. The capability of providing sophisticated IP services with the global reach, scale, reliability, security and performance is what businesses have grown to expect from AT&T.

AT&T's network reach and coverage is underpinned by the dedication and excellence of our people. Their skills and knowledge, combined with the company's technical innovation, is making AT&T the global IT partner and network integrator of choice for an increasing number of CIOs worldwide.

In short, AT&T can provide you with the security, reliability and confidence you require to successfully expand your business wherever in the world your next market can be found.

April 2004: Yankee Group worldwide survey rates AT&T first for global network

2004

September 2004: AT&T expands global networking capabilities with new nodes in China, India, Thailand & Costa Rica, and increases Wi-Fi access and opens four new Internet Data Centers (London, Frankfurt, Paris and Tokyo)

-Telemark

December 2005

AT&T wins Gold Awards for

**IP Business Services** 

September 2004: AT&T announces industry-leading performance metrics across its global IP services portfolio and becomes the first provider to offer a Service Level Agreement (SLA) of end-to-end service availability at 99.999%

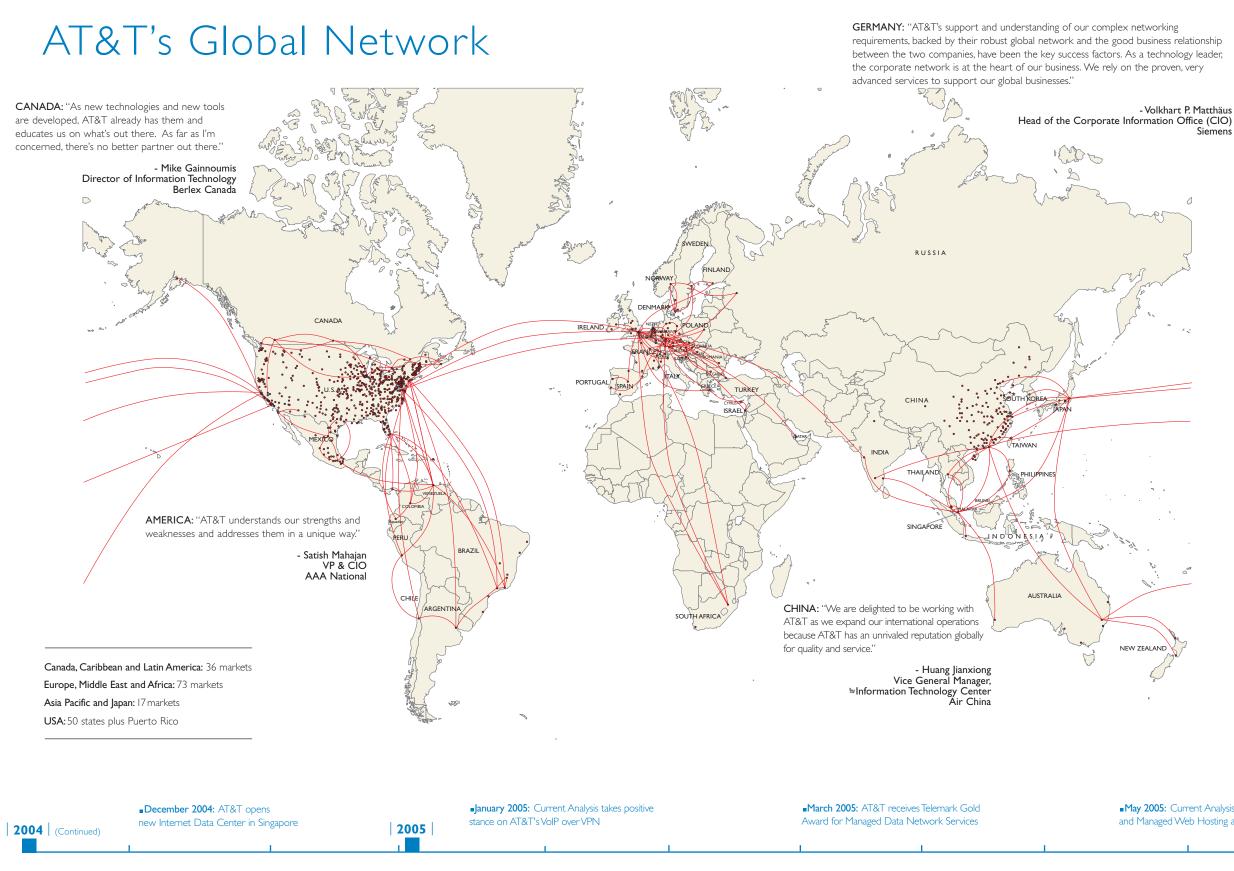
■ July 2004: Telemark gives AT&T "Excellent" Overall and "Best in Class" in Global Survey of User Opinion







■November 2004: AT&T received "Best Overall Performer" in Frost & Sullivan Asia Pacific Service Provider 2004 Awards



■ January 2005: Yankee Group recognizes AT&T's BusinessDirect® as Leader in Self-Service Portal Functionality

■May 2005: Forrester ranks AT&T as one of the top global WAN service providers<sup>1</sup>

### - Volkhart P. Matthäus Siemens







May 2005: Current Analysis identifies AT&T's FR/ATM and Managed Web Hosting as "Threatening to Competitors"

# Hear more from our Customers and Analysts

on how we are Meeting the Needs of the Global Marketplace

"Heidelberg looked for a networking partner with 'Thought Leadership' expertise, capable of contributing to the evaluation of new e-Business opportunities. AT&T also clearly has the resources to help us realize such projects. We have entrusted our operations to a stable carrier with a network capable of providing us with consistent performance and reliability."

### - Michael Neff, CIO Heidelberger Druckmaschinen AG

"We recognized that our business could benefit from the strength of the AT&T/HP relationship that delivers superior value through unmatched breadth and depth of expertise and global reach. The beauty of this deal is that we benefited from the best of both companies' strengths."

#### - Herve de la Sayette, Director for IS Solution Engineering, Essilor

"Our network is the backbone of our business. Having a stable network provider is key to our success. AT&T provides a fully integrated solution with competitive pricing, time delivery and value add services."

#### - Ulrich J. Seif Executive Vice President and CIO National Semiconductor

AT&T rated as clearly the industry's leading primary provider for business voice and data services, and the best positioned global network provider for MNCs over 5000 employees in the Yankee Group's Global Network Strategies Survey.

### - The Yankee Group; 2005 GNS Survey December 2005

AT&T received more of Telemark's Gold Awards than any other Global Carrier in the most recent global IP customer satisfaction survey results issued by the marketing services firm in December 2005. According to Telemark "The operator with the greatest number of 'Outstanding' performances in this latest report is AT&T. This is a remarkable achievement..."

> - Telemark December 2005

TMC Labs gives Innovation Award to AT&T for the second year. "We have recognized AT&T for its innovative approach to electronic customer service and support. By giving users a view into their own network, AT&T empowers customers with real-time, end-to-end visibility that helps businesses manage their networks, cut costs and save time. This unique access, coupled with a collection of innovative tools earned AT&T this honor."

> - TMC Labs, Rich Tehrani, President November, 2005

"By expanding its WiFi hotspot support to more regions in China, Japan, and Greece, AT&T offers more value for multinationals with remote users that need to travel to those areas."

> - Current Analysis, K. Weldon September 2005

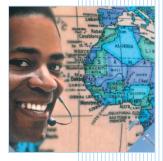
# AT&T's Global Network Facts

- Connects virtually every country and territory around the world Remote Access connections from over 8,800 dial-up locations in 149 countries; over 24,700 WiFi Hotspots in over 52 countries; nearly 1640 Wired Ethernet locations worldwide; DSL access in 10 countries and Cellular access in 7 countries.
- Enables delivery of full breadth of services from a single platform.
- More than 1,550 service nodes supporting MPLS-Based services in 127 countries.
- A global carrier of IP and data traffic, carrying 4.991 terabytes of traffic per average business day.
- Industry-leading Service Level Agreements (SLAs) for global IP performance, including best-in-class assurances for packet delivery, latency, and offering a 99.999% end-to-end assurance.
- Provides managed hosting services from 30 Internet Data Centers (IDCs) worldwide.
- Unprecedented visibility and control available through AT&T's BusinessDirect<sup>®</sup> customer portal. Over 458,000 companies conduct approximately 2.9 million e-sales and servicing transactions monthly.
- AT&T Labs, the world's leading telecom R&D organization employs scientists, engineers and IT specialists. Recent innovations include our Internet Protect<sup>SM</sup> product, which provides an extralayer of security for customers within the global IP network.

Continued)	<b>August 2005:</b> Yankee Group survey rates AT&T a clear leader among service providers to US MNCs			December 2005: AT&T receives Telemark Gold Awards for IP Business Services	2006
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	June 2005: AT&T in "Leader Quadrant" in	■September 2005: AT&T receives Frost and Sullivan 2005		■December 2005: AT&T listed by Gartner	December 2005: Yankee Grou

Gartner Pan-European Network Service Provider Magic Quadrant.<sup>2</sup> **September 2005:** AT&T receives Frost and Sullivan 200 Managed Telecom Product Line Strategy Award •December 2005: AT&T listed by Gartner in the "Leader's Quadrant" for Global Network Service Providers<sup>3</sup> ■ December 2005: Yankee Group rates AT&T as the best positioned global network provider

Magic Quadrant for Gobal Network Service Providers, 2005 by D. Neil, J. Delcraix, J. Pult, N. Rickard (12/15/05); Magic Quadrant for Network Service Providers, Asia/Pacific, 2005 by C.To, K. Desai (1/16/06); Magic Quadrant for Pam-European NSPs, 2005: Leaders and Visionaries by N. Rickard, J. Delcraix (16/1005); are copyrighted by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depices Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product ar service depicted in the Magic Quadrant, and does not advise technology users to select any the vendors placed in the "Leaders" aquadrant. The Magic Quadrant is instreded solve as a research including any warranties of merchanability or fitness for a particular purpose.



To find out how your company can benefit from AT&T's global networking, contact your AT&T Representative or visit www.att.com/globalnetworking.



•January 2006: AT&T listed by Gartner in the "Leader's Quadrant" for Network Service Providers in Asia/Pacific\*