Fact Sheet

AT&T HELPS SHIPPERS, OTHER BUSINESSES BOOST WORKER PRODUCTIVITY BY BUILDING OPEN, CUSTOM APPLICATIONS FOR WIDE RANGE OF WIRELESS DEVICES

AT&T has joined with major companies and technology vendors to capitalize on its GSM network – the world's most open, wireless platform – to create customized, open applications used on a variety of specialty wireless devices that help major global corporations boost productivity and better serve their customers.

"As the operator of one of the world's largest GSM networks, we are able to use the power of its open platform to provide tremendous flexibility to our major customers in managing their wireless data deployments for critical business processes," said Laura Johnson, executive director, wireless enterprise solutions, for AT&T's wireless unit. "We have developed several programs and service offerings that give large enterprises open solutions that meet their business needs."

Under one AT&T initiative, called Enterprise On Demand (EOD), companies with very large-scale wireless data deployments -- such as packaging, shipping and transportation companies -- can order inactive smart cards, known as Subscriber Identity Modules or SIMS, and laptop cards in bulk. SIMs are the "brains" of wireless devices used by AT&T's network to identify the user and phone number over the GSM platform. Without them, devices cannot be activated.

EOD enables companies to deploy the SIMs in specialty wireless devices and laptop cards throughout their businesses by accessing AT&T's online portal for major enterprises. Using the portal, the companies can activate or deactivate multiple devices across the organization their mobile service needs change, which helps them better manage their wireless assets.

Another AT&T program has certified more than 200 non-stocked specialty wireless devices on its network to enable technology vendors to offer the devices to a wide range of companies and provide enterprises with the ability to select from a broad portfolio the right device for the job. Examples of devices include rugged handhelds, rugged laptops, automatic vehicle location devices and point of sales solutions.

AT&T has also worked with a wide range of vendors to certify a wide range of radio modules, giving corporations a broader choice to use in their wireless devices.

Customers interested in AT&T's programs to help major corporations create and implement customized wireless date applications should contact their AT&T sales representative.