

SMALL BUSINESS



the basics

in telecommunications solutions





Mobility

Innovation, transformation and the cloud

Security and business continuity

At AT&T, we understand

the unique needs that small businesses owners have when it comes to running their businesses. We know the important role that technology plays in helping small businesses grow, while keeping revenue high and costs in check. We know how important it is that technology be reliable and current. Lost data; network disruptions; and under-performing technology, including devices and other equipment, could mean huge losses for big corporations, but for small businesses, they can mean that the mortgage doesn't get paid. The following overview highlights some of the key technology needs of small businesses and what AT&T offers to help support those needs.





Mobility

Anytime, virtually anywhere connection is critical to success for small businesses, so wireless devices become a lifeline – helping business owners juggle personal and business needs while on the run. For many, their wireless device becomes an “office in their pocket,” enhancing productivity and enabling them to take their business wherever they go, whether it be to a client meeting or on a family vacation.

As business grows, small business owners often need to extend capabilities to more employees, and implement more advanced applications, to improve productivity and maximize efficiencies.

There are many innovative mobile applications that can help fulfill business needs, from sending and receiving email and browsing the Internet, to mobile payment acceptance and fleet management solutions.



Devices

AT&T offers one of the industry's most innovative selections of mobile devices, including **smartphones** – e.g., the iPhone; Android BlackBerry and Windows 8 devices, and handsets from several other manufacturers; **tablets** – e.g., the Apple iPad and Samsung Galaxy Tab 2 10.1; **rugged devices** for construction companies, like the Samsung Rugby III and Galaxy Rugby Pro; **quick messaging devices**; and mini-computers or **netbooks** from such manufacturers as Acer.

AT&T offers wireless devices which use various operating systems, including iPhone OS, Android, BlackBerry, and Windows 8, so small businesses have many options available to best meet their needs.

Shared data plans ►

AT&T offers shared mobile data plans to make it easier and more affordable to do business on the go, including:

Mobile Share

Customers choose the amount of data they want each month, then select the devices to be included in the shared data plan. (At least one device must be a smartphone.)

Mobile Share - Data

Offers businesses shared data “buckets” for tablets, laptops and other connected devices.

Business pooled Nation for Data

For businesses that need data sharing for more than 25 devices.

Mobile applications

Small businesses can find applications that provide exceptional value to help compete effectively, even with a small staff or limited IT resources, by visiting **AT&T's SMART Recommender Tool**.

SMART Tool ▶

The Small Business Mobile Application Recommender Tool (SMART Tool) allows business owners to easily learn about, buy and provision certified third-party mobile applications from AT&T, based on their industry or line of business. The SMART Tool offers a series of business-specific options and dynamic solutions to help small businesses be more productive.

In addition, small businesses can be more connected and responsive to their customers' needs with **AT&T LaptopConnect** and **Mobile Hotspot**, which provide broadband access on the fastest 4G wireless data network in the U.S.

LaptopConnect ▶

LaptopConnect cards allow mobile employees to use their laptops to send and receive data in realtime on the AT&T wireless network by:

- enabling transmission of large emails
- allowing access to corporate applications and databases
- supporting internal applications wirelessly



 **LaptopConnect** Video Demo

AT&T Enhanced Push-to-Talk ►

AT&T Enhanced Push-to-Talk offers simultaneous voice and data service, faster connection times, integration with business applications and interoperability with existing mobile radio systems.



 **AT&T Push to Talk** Video Demo

The following are a few examples of how AT&T customers are using and benefiting from mobility solutions:



Pronto Forms • Jet's Pizza

Mobile forms management

A feature-rich application for forms management, ProntoForms helps improve companies' productivity by doing away with mobile forms, and offering the ability to capture photos, signatures, and geo-stamps via a mobile form interface.



eCourier • Genco Services

Tracking and confirming deliveries

The eCourier application helps businesses track and confirm deliveries while on the go. The app allows for capture of an electronic signature, timestamp and a GPS marker to confirm receipt.



TeleNav Track • Northeast Iowa Freight

Tracking work orders, employee time

The Telenav Track application helps small businesses streamline and automate tracking of work orders, client billing and employee-time management.



Mobile Backup ▶

A wireless application that automatically backs up and safely stores the contact information in wireless handset address books, by sending the information over a wireless network to a secure server. The application provides a safeguard for names, numbers, clients and customers, so if a mobile device is damaged or lost, contacts' information can be restored.

AT&T Toggle ▶

A mobile device solution that enables professionals to use their smartphones and tablets for both business and personal use. AT&T Toggle separates and helps safeguard business data on mobile devices, a distinct work mode and a distinct personal mode on smartphones and tablets.





Innovation, transformation and the cloud

Deploying innovative technology like the cloud can help small businesses grow, allowing them to add employees, expand office space, or open new locations, while controlling costs and maintaining profitability.

Cloud services allow businesses to access computing and storage capabilities on demand, so businesses can pay for what is needed, when it is needed. This cost-effective alternative for delivering technology solutions is scalable and complements existing systems, staffs and processes – making it an ideal solution for many small businesses.

Featured cloud-based solutions from AT&T:



Office 365 from AT&T ▶

A cloud-based software solution that features tools to enhance productivity, such as Microsoft Office® productivity tools; file sharing and document management; and web and video conferencing.

Office@Hand ▶

A customizable office and mobile business phone system that connects all employees, whether working from the office, from home or in the field. Using cloud-based technology, AT&T Office@Hand eliminates the need for expensive hardware, complex installation, and technical expertise traditionally required for a business phone system.

Website solutions ▶

For small businesses looking for reliable and affordable web presence solutions, AT&T offers cloud-based website hosting and comprehensive self-design website plans. With tools to make it easy to sell products and services online, create a one-page mobile site to better reach customers searching online with mobile devices, and email marketing to promote products and services and build relationships, small businesses can easily design and manage websites.

AT&T Mobile WorkplaceSM ▶

A Mobile Cloud file management service that empowers team productivity and collaboration by offering mobile and remote access to files, file sharing, team collaboration capabilities and file synchronization.

Innovative and transformative technologies from AT&T include:



IP Flexible Reach ▶

A key telecom innovation that enables small businesses to reduce costs by combining voice and data traffic over a single communications line via Voice over Internet Protocol (VoIP). With AT&T IP Flexible Reach, businesses can add VoIP without having to replace older analog phone systems. The service also offers web-based feature management tools and “virtual telephone number” capabilities, providing telephone numbers from locations throughout the U.S.

All for less ▶

Whether small businesses need communications basics, or are interested in expanding their opportunities with additional services, All for Less enables them to select the combination that’s right for them. All for Less starts with high-speed Internet access and unlimited nationwide calling, and offers the option to add enhanced services such as wireless solutions, remote technical support, automatic data back up and website solutions.

All for Less on the Go allows small businesses to stay connected while in the office and on the go giving business owners the ability to keep in touch with the office, customers and business partners. All for Less on the Go includes high-speed Internet access for office locations and a wireless smartphone solution, including mobile Internet, so small business can access data from virtually anywhere.

AT&T Connect ▶

This solution combines web conferencing with AT&T Audio Conferencing Services. AT&T Connect delivers an enterprise-class web and audio-collaboration application that transforms voice and web conferencing from multiple point tools into one core communication product that can be given to everyone in the company, much like email.

AT&T Tech Support 360SM ▶

Many small businesses do not have an IT technician onsite, yet face the challenge of staying current with the technology that can help them compete. Small businesses can benefit from a cost-effective and convenient IT support alternative opposed to trying to answer questions and fix problems themselves, or have technicians come to their business to troubleshoot.

With Tech Support 360, small businesses have 24/7 access to U.S.-based live, IT-certified technicians who will remotely access into the computer using a highly secure connection. They'll start with a PC performance tune-up and provide assistance with PC hardware, software, communications networks, device installation, software training, spyware/virus removal, and with connected devices like tablets, smartphones, printers, faxes, digital cameras and more.

For small businesses with server needs, the service offers a server backup solution, and server monitoring, maintenance and management support.



 **Tech Support 360** Video Demo





Security and business continuity

Every business wants to protect the flow of information in and out of the company. As networks become more complex and more small businesses allow employees to access work email and files via mobile devices, security becomes even more critical. It is vital that small businesses take steps to ensure their data and business information is protected from viruses, hackers, and other cyber security threats. For many, having high-speed Internet service from a reputable Internet service provider helps keep their businesses safe.

Many small businesses lack the resources and/or the IT expertise to regularly back up their day-to-day business data offsite. Yet when disaster strikes, whether natural or man-made, the country's small businesses are the most vulnerable to data loss and corresponding loss of revenue. Being without access to key business data for a day or two – or even a few hours – could be devastating to a small business.

AT&T Tech Support 360SM Backup and Go ▶

Small businesses can protect their critical business files and have mobile access to them, thanks to AT&T Tech Support 360SM Backup and Go. With “set and forget” automatic and continuous online data backup and unlimited cloud data storage, businesses can have peace of mind knowing their computer data is protected and easily accessible. This cloud-based service enables small businesses to virtually take their hard drives on the road; enabling them to access, collaborate and share documents on the go on most any web-connected computer, tablet or mobile device. Backup and Go also allows users to print and fax documents, add comments or share with others by simply sending a web link. The service runs on more than 800 mobile devices, providing an added benefit to small businesses that allow employees to use personal devices for business.



 **Tech Support 360 Backup and Go** Video Demo

Disaster recovery

About one in four small businesses will experience a “significant crisis” – hurricane, wildfire, tornado, power outage, flash flood, cyber breach, etc. – in any given year (source: *Continuity Insights magazine and KPMY Risk Advisory Services survey*), and four out of 10 small businesses affected by a natural or man-made disaster will never reopen their doors (source: *Insurance Information Institute*).

To help mitigate the impact, AT&T launched the **Safeguard Your Business** ► initiative to help small businesses prepare for disaster by offering simple, proactive steps to preparedness. Safeguard Your Business offers an interactive “**Quick Check for Disaster Prep**” ► online tool, enabling small businesses to quickly assess their state of preparedness or readiness for emergencies and disasters, based on responses to 10 simple questions. It also offers an aggregation of free online resources, providing small businesses a single convenient destination when considering next steps for emergency and disaster preparedness and planning.



SWEET & SALTY
SWEET & SALT
\$2.95

SWEET & SALTY
SWEET & SALT
\$2.95

SWEET & SALTY
SWEET & SALT
\$2.95

small businesses

interested in resources, including advice, online courses, podcasts, online seminars and opportunities to ask questions directly to small business thought leaders and experts should visit AT&T's **online resource for small businesses**. ▶ The site showcases success stories and keeps business owners – regardless of telecom or technology provider – on the cutting edge of business solutions.

To find out more about these services from AT&T or other telecommunications services the company offers, please visit <http://smallbiz.att.com>. ▶