

AT&T Synaptic InfrastructureSM

An On-Demand IT Ecosystem

Manufacturers that practice just-in-time inventory think of excess inventory in simple terms: it's a waste. Same thing for computing capacity you're forced to pay for before – or just in case – you need it. What a waste of valuable resources.

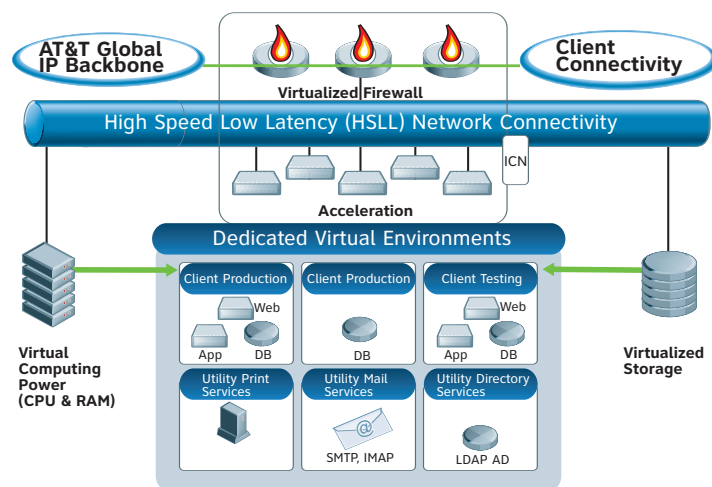
But with AT&T's Synaptic Infrastructure, our innovative utility-based hosting platform, which provides "just-in-time" computing, network and storage, you don't have to waste valuable resources and pay for more capacity than you need. You always have the confidence of knowing that the resources are there – if and when you need them.

The Synaptic Infrastructure is built on our leading edge virtualized framework, which readily adjusts to provide the processing power, bandwidth and storage space to serve the demands of your hosted environment.

Simply put, you get what you need when you need it...and you avoid paying for resources and capacity you don't use.

The Practical Way to Host Your Application

Most companies buy excess computing power and equipment – or build their IT infrastructure to accommodate peak demands, ensuring that when system demand is high, their system is up to the task.



But much of the time they need only a fraction of what their system can provide.

If you can't support peak usage, it's risky. Poor performance leads to lost dollars, lost productivity or lost customers. So companies continue to over-engineer their computing infrastructure while much of the time their system sits idle, consumes valuable resources and climbs in cost – power, space, cooling and hardware.

With the AT&T Synaptic Infrastructure, AT&T is revolutionizing the way companies can procure and host their IT infrastructure. Why should being prepared for busy times, future growth and "what-if" scenarios mean trapping valuable capital resources? Our pre-built virtualized infrastructure gives you the security, reliability and availability required to run today's critical business applications.

What Is It?

AT&T Synaptic Infrastructure is a platform designed to ensure performance and reliability and is engineered to the exact standards AT&T has applied to technology innovation for over 130 years. The physical environment consists of the network, server and storage devices, which are all protected by a comprehensive managed security solution including firewalls, intrusion detection and anti-virus protection.

That environment is then "virtualized" to create an isolated, secure, and autonomous ecosystem for each client's solution. In other words, the resources are released from the physical constraints of the hardware so they can be transferred or extended from one piece of equipment to another as needed – allowing the separate components to function as a single system. The system determines how to most efficiently meet your resource needs, making capacity available "on-demand."

How the Synaptic Infrastructure Works

The Synaptic Infrastructure enables AT&T to monitor and manage the capacity of your network, server and storage resources in a proactive, predictive and preventative way.

Each customer is assigned their own virtualized operating environment and a predetermined amount of infrastructure capacity. We set this amount by reviewing your usage trends as well as profiles we've developed over the last 10 years of hosting applications for enterprises in a wide range of disciplines.



When your hosted applications require more capacity, your processing power and memory will seamlessly burst to provide the resources you need. Storage and network resources will scale too. And as your business grows or changes, we work with you to ensure you can tap into the capacity you'll need down the road.

An Innovative, Flexible Solution

AT&T Synaptic Infrastructure delivers real benefits. Whether the platform is used to support an enterprise software application, messaging or collaboration architecture, or eCommerce, it provides an innovative, dependable solution with significant advantages over a traditional standard-grade architecture.

- **Cost-Effective.** Eliminates waste by rightsizing the IT capacity you reserve and delivering added resources when you need them, without your having to invest in support and maintain new hardware.
- **Scalable.** Adds and removes capacity "on demand" to accommodate shifts in usage due to seasonal spikes or unpredictable traffic patterns.
- **Dependable.** Delivers exceptionally high Service Level Agreements (SLAs) for services deployed on the Synaptic Infrastructure, and regularly scheduled maintenance causes minimal downtime.
- **Fast.** Utilizes our world-class network, data center facilities and innovative architecture to deliver unparalleled performance to end users. And when you need to expand capacity, it can be done quickly with no capital expense to you.
- **Affordable.** Lowers your deployment costs, since you pay for only the components and capacity you need. Avoid tying up resources and money in costly underutilized hardware.

- **Fault-Tolerant.** Automatically deploys all virtual resources in a redundant manner, ensuring the reliability and availability of your applications.

Predictable Performance, Immediate Response

Skilled, certified professionals maintain a 24x7x365 watch over your environment, taking advantage of predictive monitoring alerts and real-time service views. The AT&T Synaptic Infrastructure is seamlessly integrated into the AT&T management platform so responses to issues and critical events is immediate.

Visibility and Control

Whether we are managing the infrastructure alone or your entire application, we provide the information you need. The AT&T Synaptic Infrastructure feeds data to the AT&T BusinessDirect® Portal to give you 24x7 access to crucial data about your environment. View near real-time and historical performance reports on your virtualized servers, operating systems and applications and check critical tickets and status updates to follow progress toward resolution. Choose the level of management that is appropriate for your business needs.

Expert Personnel, Single Point of Contact

AT&T offers the strength of our network, unmatched provisioning capabilities and the flexibility to provide dynamic scaling and burstable options. Plus, we'll serve as your single point of contact for procurement, deployment, ongoing maintenance and support.

With processes and highly trained personnel already in place, AT&T can install and configure your infrastructure fast – relieving you of the need to train staff and provide round-the-clock operations in-house.

When On-Demand Processing Really Counts

If your business processes are sometimes unpredictable or you undergo peaks and valleys, take advantage of the flexibility the AT&T Synaptic Infrastructure can bring to your capacity planning. Having extra computing capacity and just-in-time storage saves you money. And equally as important, it ensures that your employees can work without interruption and your suppliers and customers maintain smooth interactions with your company.

Consider leveraging the AT&T Synaptic Infrastructure if you:

- **Experience business cycles that require extra capacity for just part of the year**
- **Promote successful sales campaigns that pull an influx of online shoppers to your eCommerce site**
- **Run special programs, such as a bidding auction for suppliers, that temporarily drive up the number of users accessing your system**
- **Offer an open enrollment period for employee benefits, requiring extra capacity for a short time**
- **Ramp up your sales force recruitment so the number of concurrent users on your online application system jumps**
- **Acquire another company and suddenly need increased storage capacity to consolidate the businesses**

For more information contact your AT&T Representative or visit us at www.att.com/hosting.



at&t

Your world. Delivered.