

AT&T M2M (Machine to Machine) Communications Snapshot

<p>The What</p>	<ul style="list-style-type: none"> • As a leader in machine-to machine (M2M) communications, AT&T is helping to lead the emergence of the real-time, adaptive enterprise. Our goal is to help drive wireless capabilities into a wide variety of devices beyond traditional handsets, allowing our business customers to reduce operational costs and enable new revenue opportunities. • AT&T defines M2M communications as a set of networking and IT technologies, which connects the physical systems of the world. (Such as power meters, trucks, containers, cars, pipelines, wind farm turbines, vending machines and any electronic device which would benefit from 2-way communications.) • AT&T uses Network, Service and Application Delivery Platforms with Expertise, Experience, Alliances and Professional Services to enable deployment of M2M solutions that fit customers' needs across a range of industries.
<p>The Why</p>	<ul style="list-style-type: none"> • According to ABI Research, "cumulative cellular M2M connections will rise from about 110 million connections in 2011 to approximately 365 million connections by 2016." [Source: ABI Research, Cellular M2M Connectivity Services, December 30, 2011.] • Through the Emerging Devices Organization (EDO), AT&T is mobilizing everything by embedding wireless capabilities into new categories of devices – eReaders, dog collars, pill caps, photo frames, car ignition switches, smart meters and more. Connecting to the mobile internet changes the fundamental nature of a device, giving it new features and capabilities that make it better and more useful. • Our Advanced Mobility Solutions organization helps enterprise customers select, build, integrate, deploy, and manage M2M solutions to lower operational costs and develop new revenue opportunities. • AT&T M2M technology allows businesses to sense issues with their machines and assets, analyze the problem using backend software, and respond the situation in a quick and cost-effective manner. • AT&T services simplify deployment of M2M wireless solutions by providing expert assistance and tools to help define, build, integrate, deploy and manage the cost-effective M2M solution that's right for each of our business customers. • We continue to invest in our M2M service delivery and application platforms to fully automate service provisioning and billing, while optimizing troubleshooting, application integration, and managed services. <ul style="list-style-type: none"> ○ Enterprise On-Demand is a comprehensive online environment

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	<p>for ordering, real-time activation, online trouble ticket management and reporting</p> <ul style="list-style-type: none"> ○ AT&T Control Center, powered by Jasper Wireless helps companies manage large-scale wireless deployments by delivering real-time access and leading-edge development, management and diagnostic tools to reduce operational expenses, address new revenue streams and improve time to market for new categories of connected devices on AT&T's network. • To support multinational enterprise customers and connected device manufacturers, AT&T provides a single SIM that offers expansive global coverage. The SIM, along with AT&T Control Center powered by Jasper Wireless, gives businesses and M2M suppliers the ability to manage global wireless device deployment and operations across markets. • AT&T helps orchestrate hardware, connectivity, platforms, applications, infrastructure, professional services, and managed services for custom M2M solutions. • With millions of endpoints already connected, our customers recognize AT&T's success in developing an ecosystem to serve enterprise needs.
<p>Stats & Facts</p>	<ul style="list-style-type: none"> • AT&T has one of the world's most advanced and powerful global backbone networks, which carries more than 28.9 petabytes of data traffic on an average business day and includes more than 917,705 fiber route miles worldwide. • AT&T offers the broadest international coverage of any U.S. wireless carrier, delivering data service in more than 200 countries through roaming agreements. • AT&T has been serving the M2M market for more than a decade, supporting millions of M2M end points. We ended 2011 with 13.1 million connected devices on our network. • AT&T has certified 1,200 varieties of connected devices, with labs dedicated to bringing new devices to market, global roaming and integrated SIM provisioning, billing and reporting tools. • In March 2012, Current Analysis honored AT&T with the highest possible rating (5 stars) in Global M2M Services and Strategies. [Source: Current Analysis, "Product Assessment: AT&T - Global M2M Services and Strategies", March 2012.] • According to Frost & Sullivan, "AT&T continues to be a market leader in the U.S. cellular M2M communications market." [Source: Frost & Sullivan,

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	<p>“U.S. Cellular M2M Communications Market”, May 2011.]</p> <ul style="list-style-type: none">• AT&T was ranked as the preferred carrier sales channel for M2M solutions in a survey of IT decision-makers who use or plan to use M2M services. [Source: Yankee Group Anchor Report, “A Closer Look at M2M Carrier Strategy”, December 2010.]
Additional Resources	<ul style="list-style-type: none">• <u>AT&T Enterprise Mobility</u>• <u>AT&T Mobility Solutions Media Kit</u>• <u>AT&T Machine-to-Machine Solutions</u>