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.
AT&T's Global Network

Canada, Caribbean and Latin America: 36 markets
Europe, Middle East and Africa: 73 markets
Asia Pacific and Japan: 17 markets
USA: 50 states plus Puerto Rico

December 2004: AT&T opens new Internet Data Center in Singapore
January 2005: Current Analysis takes positive stance on AT&T VIO over VPN
March 2005: AT&T receives Telecom Gold Award for Managed Data Network Services
May 2005: Current Analysis identifies AT&T’s FR/ATM and Managed Web Hosting as “Threatening to Competitors”

Canada: “As new technologies and new tools are developed, AT&T already has them and educates us on what’s out there. As far as I’m concerned, there’s no better partner out there.”
- Mike Girvan
Director of Information Technology
BCEx Canada

America: “AT&T understands our strengths and weaknesses and addresses them in a unique way.”
- Satish Mahajan
VP & CIO
AAA National

Germany: “AT&T’s support and understanding of our complex networking requirements, backed by their robust global network and the good business relationship between the two companies, have been the key success factors. As a technology leader, the corporate network is at the heart of our business. We rely on the proven, very advanced services to support our global businesses.”
- Volkhart P. Matthäus
Head of the Corporate Information Office (CIO)
Siemens

China: “We are delighted to be working with AT&T as we expand our international operations because AT&T has an unrivaled reputation globally for quality and service.”
- Huang Jianxiong
Vice, General Manager,
Information Technology Center
Air China
Hear more from our Customers and Analysts on how we are Meeting the Needs of the Global Marketplace

“Hedelberger 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
Hedelberger Druckmaschinen AG

“We recognized that our business could benefit from the strength of the AT&T/TP 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 Spezeta, 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.”
- Lichn J. Safi
Executive Vice President and CIO
National Semiconductor

“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. Weidon
September 2005

“AT&T is consistently rated as the ‘Leader’s Quadrant’ in the Yankee Group’s ‘Leader Quadrant’ in Network Service Providers in Asia/Pacific.”
- T elemark
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

“AT&T is the best positioned global network provider.”
- Yankee Group
September 2005

“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 1,640 Wired Ethernet locations worldwide; DSL access in 100 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® 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 ProtectTM product, which provides an extralayer of security for customers within the global IP network.”

AT&T’s Global Network Facts