



AT&T Enterprise Hosting Services Snapshot

The What	<p>AT&T's Enterprise Hosting Services deliver a range of hosting and management capabilities that provide organizations with a global, secure network infrastructure. Designed to support business applications with high-performing facilities, comprehensive capabilities and the leading industry portal, AT&T Enterprise Hosting Services help ensure continuous availability, optimal routing, and secure delivery of data and information. AT&T's expansive portfolio includes security, storage, intelligent content distribution, load balancing, multiple-carrier failover IP connectivity, utility computing and virtual services offerings, professional services, VPN and data networking integration and more.</p> <p>AT&T Enterprise Hosting Services offer an unparalleled breadth of hosting services ranging from fully managed solutions with a comprehensive range of applications management capabilities to robust disaster recovery and business continuity services. Customers in a wide range of industries are entrusting their critical applications from simple co-location hosting services (where companies park their servers in an AT&T Internet Data Centers) to the monitoring and management of the applications and web sites of some of the world's best-known retailers, media and online gaming companies and financial services firms. AT&T Hosting Services is the technology that is enabling global commerce.</p> <p>In addition, with the October, 2006 acquisition of USinternetworking (USi), a leading independent applications services provider, AT&T gained additional expertise in the applications management space. USi specializes in managed enterprise software solutions, eCommerce applications, and on-demand services. USi's technology and proficiency in applications management along with AT&T's global reach, networking expertise and extensive hosting capabilities allows AT&T to better manage the operations of clients' mission-critical business and eCommerce applications operations.</p> <p>Customers can choose from several levels of AT&T involvement in their system management – from utilizing AT&T's IDCs for client-managed collocation only to complete management of a customer's hosting infrastructure including network, servers, operating systems, hardware, and application software. Options include:</p> <ul style="list-style-type: none">• AT&T Enhanced Managed Hosting- Targeted at clients seeking a comprehensive, end-to-end, performance managed, and integrated hosting solution. <p>AT&T plans, designs and deploys a fully managed hosting solution for clients and delivers end-to-end performance management of businesses' applications and hosting infrastructure. The service includes provisioning, installation, application due diligence to capture application performance requirements, application performance management (integrated, transaction-level management of the entire hosted implementation, including the network, server, and application layers), life cycle management and near real-time performance reports.</p> <p>In addition, AT&T provides application management and outsourcing services for widely-used popular business software from companies like Oracle, PeopleSoft, Siebel, Ariba and SAP as well as for eCommerce applications. For clients that have already invested in the physical infrastructure for their application environment but need support for the management of their applications, AT&T can offer remote management.</p> <ul style="list-style-type: none">• AT&T Managed Hosting- For clients who are seeking hosting services as a set of individually configured and managed components. AT&T provides comprehensive service level agreements covering the availability of those components.
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	<p>AT&T delivers a range of advanced monitoring, management and premium performance capabilities to best suit a client's hosting needs. The service includes provisioning, installation, monitoring, management, maintenance and reporting on certified applications, operating systems and hardware. Monitoring and Management options include Advanced Server Monitoring, (alarm/event notification for systems housed in AT&T Internet data centers), Remote Advanced Server Monitoring (alarm/event notification for systems housed in customers' enterprise data centers) and Advanced Server Management (availability, performance, and remediation services for hardware, OS, and application software) capabilities. Additional managed services include global load balancing, storage, security, content distribution, multiple-carrier fail-over IP connectivity, server and operating system support, managed utility computing pay-per-use, server virtualization, and network integration services.</p> <ul style="list-style-type: none"> • AT&T Client Managed Hosting – AT&T manages the AT&T network and Internet data centers; the customer acquires, installs, manages and maintains the system. The customer can choose Advanced Server Monitoring option as well as additional managed services including global load balancing, storage, security, content distribution, multiple-carrier fail-over IP connectivity, server and operating system support, managed utility computing pay-per-use, server virtualization, and network integration services.
<p>The Why</p>	<p>AT&T's Enterprise Hosting services allow a client's business applications to run seamlessly across AT&T's global network to deliver the highest level of reliability, scalability and security for their online and enterprise business needs. Through a broad range of hardware, operating system, and software components with flexible monitoring and management options AT&T's Enterprise Hosting services allow organizations to focus resources on core competencies and strategic initiatives, instead of IT maintenance and management.</p> <p>What's more, AT&T services its Hosting services customers out of its 36 Internet Data Centers, which are located around the world to meet the demands of multinational clients looking for international coverage.</p> <p>Other benefits include:</p> <ul style="list-style-type: none"> • Rich portfolio of integrated Hosting capabilities including security, storage, content distribution, disaster recovery and load balancing options provides flexible solutions and one stop shopping • Broad range of hardware, operating system, and software components with flexible monitoring and management options • Streamlined upgrades and optimized network performance increases employee productivity. • Increased security of confidential customer data assists clients in complying with government regulations, such as Sarbanes-Oxley, HIPAA, BASEL II and Gramm-Leach-Bliley. • Industry leading service level agreements (SLAs) guarantee performance. Customers can choose from standard or custom SLAs that cover business transaction availability and response times, server and application availability, network availability and resolution management. • Integrated Global Enterprise Management System (iGEMS) correlates network events to predict and solve potential problems before they impact clients' applications. • The AT&T BusinessDirect® Portal provides clients with personalized, secure online access to detailed information about their network, server, and applications to help clients understand and diagnose the key issues that impact their businesses. This information includes a robust set of reports; client service tools, such as trouble tickets, change management, and invoice tools; collaboration tools, such as document sharing; and "command and control" tools, such as secure access to remotely managed servers, and



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	<p>additional value added reports including bandwidth utilization, server statistics, and web statistics.</p> <ul style="list-style-type: none"> • Internet Data Centers built with fault tolerant site infrastructure, redundant systems and multiple physically diverse distribution paths • Advanced server virtualization capabilities enable customers to use infrastructure investments more efficiently and address unpredictable business demands. • Pay-Per-Use managed utility computing model meets changing customer needs by letting customers use computing resources and infrastructure on an “as-needed” basis. • Ability to extend several services to client premises or other data centers to allow customers to minimize operational investment and maintain control of their IT infrastructure <p>Security at the IDCs: Buildings are intentionally nondescript and low profile, so they blend into their locale. There are on-site guards, working 24 hours a day, seven days a week, supported by closed circuit video monitors, which keep a constant watch, both inside and out. Other security features include:</p> <ul style="list-style-type: none"> • Entry points at most centers are controlled by mantraps, with card and biometric readers, to be sure that only authorized personnel are able to gain entry. • Hardware is secured with state-of-the-art cage and cabinet design. Additional security options can be implemented at the cage level, customized for individual customers. • IDC security alarms are integrated with local emergency response units, so that help can be summoned instantly if needed.
<p>Stats & Facts</p>	<ul style="list-style-type: none"> • AT&T’s 36 Internet Data Centers offer more than 2 million square feet of secure hosting facilities around the globe. • AT&T is a market leader for hosting services and was positioned in the Leaders Quadrant in Gartner’s Magic Quadrant for North American Web Hosting Report (August 2006). • AT&T Hosting services range from \$10/month small-business customers up to \$1M/month enterprises customers. • The research firm IDC predicted that the managed hosting services market in the U.S. would reach \$8 billion in 2006, and top \$3.7 billion (U.S.) in China. IDC also projected the Western European managed hosting market in to reach \$4.7 billion (U.S.) during the same period. • The acquisition of application service provider USi opens the doors wider for AT&T to tap into the burgeoning applications management market, which IDC estimated at about \$2.8 billion worldwide in 2006. • Demand for online gaming services is booming. In the U.S. alone, online gaming, which includes everything from simple solitaire games to massively multiplayer online fantasy fare (MMOs), is expected to triple from \$656 million in 2004 to \$2 billion by 2008, according to IDC. Much of this is due to widespread adoption of broadband. • With data centers from San Jose to Shanghai, AT&T can run servers close to game players, resulting in better performance. A couple hundred milliseconds can a big difference in the performance of gaming experience. • AT&T can monitor and keep an online game site running smoothly around the clock, 24X7, 365 days a year.



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IDC Locations	U.S. IDC's (21)	Global IDC's (15)
	<ol style="list-style-type: none">1. Annapolis, MD2. Atlanta, GA (Lithia Springs)3. Atlanta, GA (Atlanta 2)4. Boston, MA (Watertown)5. Chicago, IL (Lisle)6. Chicago, IL (Oak Brook)7. Dallas, TX (Dallas)8. Dallas, TX (Allen)9. Los Angeles Area (Hawthorne)10. Los Angeles Area (Irvine)11. Miami, FL12. Nashville, TN13. New York City, NY14. New York Metro Area (Secaucus, NJ)15. Orlando, FL16. Phoenix, AZ(Mesa)17. San Diego, CA, US (Koll)18. San Francisco, CA(Redwood City)19. San Francisco, CA (San Jose)20. Seattle Area (Lynwood)21. Washington, DC Area (Ashburn, VA)	<ol style="list-style-type: none">1. Amsterdam, NL2. Birmingham, UK (Redditch)3. Frankfurt, DEU4. London, UK5. Nice, FR6. Paris, FR7. Hong Kong, CH8. Shanghai, CH (Shanghai 1)9. Shanghai, CH (Shanghai 2)10. Singapore, SG11. Sydney, AU12. Asahi, Tokyo, JP13. Tokyo, JP (Tokyo 1)14. Tokyo, JP (Tokyo 2)15. Osaka, JP (Osaka)