

# SD-WAN NOW

**HQ:** Dallas, TX, US  
**Employees:** 247,800 (2019)  
**Revenue:** \$181.2 billion (2019)  
**Known Regions:** Worldwide  
**Website:** business.att.com

**Overview:**  
 AT&T Business provides industry specific, edge-to-edge solutions that help deliver breakthrough customer experiences while keeping businesses ahead of the digital curve.

**Key customers:**  
 Barracuda Networks; Deere & Company; HCS, Inc.; Red Bull GmbH; Schneider - [see more](#)

## Qualifying Questions

- Is customer small/medium?
- Are all your sites within the US?
- Do you require throughout > 2G?
- What applications are you running on your network today?
- Where are the applications located today?
- What services do you have in place for redundancy & resiliency?
- What changes are taking place in your business that might impact your network?
- What opportunities are there to improve performance of these applications across your LAN/WAN?
- Where are remote offices jumping on the Internet today?
- What is your cloud migration strategy?

## Customer Profiles

### Single Site:

- Local, independently-owned
- Single site, currently with 3rd party dedicated internet
- Under contract w/ competitor
- <20 employees onsite

### Multi-site:

- Customer is preparing to integrate add'l sites or expand to new states
- Mix of transport technologies & providers
- Recent security risks
- Needs resiliency in network design
- Experiencing extreme/outages
- Concerned about downtime when switching providers

## Customer Use-cases

### Single Site

**Customer:** Local pharmacy  
**Story:** Out of region customer has 1 site and 3<sup>rd</sup> Party circuit issues. SD-WAN with AT&T LTE provides suppl. bandwidth & redundancy

### Solution:

- 1 site SD-WAN
- 1 AT&T LTE
- Oppty for additional sites, once contracts with 3rd Party expire

### Three Sites

**Customer:** Manufacturing & sourcing company  
**Story:** Customer wanted redundancy to support new migration to cloud, as well as DDoS protection

### Solution:

- 3 sites SD-WAN, all Premium Licenses
- 3 ADI with IP-Flexible Reach
- Mix of AT&T and 3rd Party BB for backup

### Five Sites

**Customer:** Sports supply & practice center  
**Story:** Customer had VVB at legacy pricing with T1's, IP-Flexible Reach and POTS lines. Customer was in discussion with Comcast for replacement. New solution from AT&T resulted in 5% lift in total MRC

### Solution:

- 5 sites SD-WAN, all Premium Licenses
- 5 sites ADI

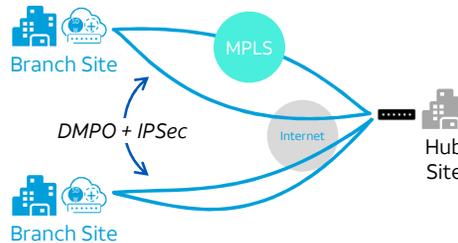
## Product Overview

Designed specifically for small & medium sized business, empowering them to upgrade their network with an easy to implement solution.

### Key Benefits:

- **Traffic Prioritization:** Through SD-WAN's ability to intelligently allocate network traffic, latency-sensitive applications, like video conferencing and voice calls can execute with high performance.
- **Network Visibility:** Via the Online Orchestrator portal, customers get near-real-time reporting
- **Works with any access:** Broadband, LTE, MPLS, Dedicated Internet
- **Enhanced Security:** Encrypted network traffic & segment sensitive data to help minimize risk

## Enterprise Subscription Design



- Dynamic Multi-Path Optimization (DMPO) + IPsec tunnels between branch sites and hub sites
- Access to cloud is without dual-ended SD-WAN capability

## Premium Subscriptions

- Cloud-hosted SD-WAN gateways with built-in redundancy
- Dynamic Multi-Path Optimization (DMPO) tunnels to cloud apps, including SaaS and IaaS

## Pricing

### MRC includes

- Edge Device and License Subscription
- Design Installation
- AT&T Management
- On-line Portal
- Remote Monitoring & management of appliance & circuits (incl 3<sup>rd</sup> party)
- Integrated service desk
- Maintenance

### No NRC

**\*always reach out to your master agent or Channel Manager for pricing and design options.**

*Customer details removed to protect their privacy*