Enterprises continue to confront the challenges of moving from a stable, personal computer (PC) centric era to a “post PC era” based on the need for mobile access to information. The new mobile era is characterized by rapid-fire innovation, multiple operating systems, multiple form factors, accelerated innovation cycles and “consumerization” of enterprise IT. These same enterprises are facing an ever growing demand to increase their competitiveness while concurrently attempting to improve employee productivity, business-to-business transactions and increase return on their investments.

Mobile ecosystems are highly complex and change at rates that most IT departments are not staffed to handle and therefore find themselves struggling to juggle an influx of mobile-related demands. Organizations that intend to leverage mobile technologies to solve pressing business issues are faced with the daunting task of identifying and implementing the right solutions that are aligned with today’s overall corporate goals and can be scaled to support future growth while capable of evolving with the underlying technology.

AT&T Mobility Solutions Services (MSS) enables customers to derive maximum benefits from their investments in mobility initiatives. We provide full end to end solutions and services, from the structuring of an enterprise mobility strategy and custom development to the integration, hosting and lifecycle management of mobile applications. MSS can provide managed and hosted Mobile Enterprise Application Platform (MEAP) and Mobile Device Management (MDM) solutions to protect data and devices, deployment services to ensure a speedy and seamless deployment process, and post deployment helpdesk services offering application support and device support including Advanced Exchange services. Our services are designed to assist customers through the full solution lifecycle.

**Mobile Solutions Roadmap and Strategy**

AT&T strategy consultants assist customers in understanding technology trends and how mobility can add value to an organization’s business processes. Consultants identify opportunities that can benefit from mobility technologies and establish an overall mobility strategy that covers B2C, B2B, and B2E solutions.

AT&T can develop reference architectures that support various scenarios and create high-level business case and ROI models. The strategy will ensure that standards are defined so applications, solutions, and processes can be reused across the enterprise. Additionally, AT&T facilitates the development of a governance process that enables businesses to better manage the transition to mobility solutions.

The primary objectives of a strategy engagement are a comprehensive mobility strategy that addresses both short-term and long-term requirements, and a tactical plan that highlights the sequence of actions and decisions needed to close the gap between the current state and the desired state.

**Potential Benefits:**

- Derive maximum benefits from their investments in mobility initiatives
- Enhance brand awareness and perception
- Allow for focus on core competencies with reduction of vendor management
- Streamline business transition to mobility solutions
- Confidently deploy any size mobility project

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Mobile Application Solutions

Mobile Application Development
AT&T Mobile Application Development Practice (AMAP) uses best-in-class Mobile Application Platform (MAP) tools to design, develop, deploy, and manage the lifecycle of mobile applications across carriers and devices internationally. Our developers architect and design mobile solutions based on an intimate understanding of user profiles and use case scenarios. Our expertise in user interface/user experience (UI/UX) design enables AT&T to produce mobile applications that both meet current requirements and anticipate future needs. Our developers have deep experience in developing mobile applications that support multiple device platforms, iOS®, Android™, and Windows®, and target multiple architectures like Web, native, and MEAP. The robust history of AT&T in development and deployment of complex customized applications and systems integration allows for reliable solutions while helping to reduce project risk for clients.

Application Service Desk
The AT&T Application Service Desk is comprised of experienced, industry certified professionals who provide hands-on, comprehensive, proactive, managed services and technical support. This service is intended for customers who require the day-to-day administration of their managed services platform and leverage AT&T for triage, support, and how-to/FAQs.

The application support provided by AT&T includes the following:

- Standard application warranty – included with all application and solution deployments
- Three tiers of annual support package options
  - Silver
  - Gold
  - Platinum

Packages include varying levels of response times, support hours, and access to mobility solution SMEs to resolve technical issues.

Managed Solutions
AT&T MSS professional services take the guess work out of assessing, planning, and deploying an MDM platform and MEAP. Both MDM and MEAP can be on premise or hosted and managed in an AT&T data center.

With certified MDM professionals, a typical assessment, installation, configuration and training engagement can have a customer’s MDM platform up and running quickly and optimally aligned with a customer’s desired business mobile policies.

The following components are offered for AT&T managed services:

- Technical support
- Move add change delete (MACD) administration
- Service optimization
- 24x7 coverage
- Service on-boarding
- Installation, configuration and training
- Annual health check

Mobile Device Solutions
The AT&T MSS team provides device lifecycle and international deployment services for rapid implementation of mobile solutions through a world-class delivery organization. The AT&T deployment service solution team specializes in creating, deploying, and supporting enterprise mobility solutions for hardware-based solutions such as ruggedized devices, tablets, or smart-phones.

The solutions include:

- Device deployment – including all aspects of staging and kitting
- Device depot services – asset inventory and spares management
- Device protection – covers device needs repair or replacement
- Device upgrades/refresh – deploy new technologies and improved device capabilities
- Device disposal and salvage – environmentally friendly and economical way to remove aging or unusable devices from circulation
- International device distribution – deployment capabilities in key geography locations
- Demo program – testing of the latest integrated mobile solutions and devices in the AT&T portfolio

Mobile Network Solutions
AT&T Mobile Network Solutions professionals specialize in designing, deploying, and supporting enterprise mobility solutions for enterprise wireless local area networks (WLANs) and can provide the rapid implementation of mobile solutions that enhance customer value.

Covering the life cycle of network design and deployment, the AT&T team can assist with discovery by surveying and documenting an organization’s WLAN infrastructure, validating coverage, and conducting a gap analysis for enhanced solution requirements.

AT&T is solidly positioned to deploy a robust enterprise grade solution by designing the WLAN infrastructure for current and future demands, procuring the hardware and software for installation and implementing the agreed upon design.

AT&T will support the solution by providing on-site customer training to new IT employees, managing the WLAN infrastructure 24 X 7, and acting as the third level of engineering support.

AT&T can assist in implementing asset management and location based solutions that leverage WLAN and the cellular networks. Additionally, AT&T professionals can assist in the development of a comprehensive fixed-to-mobile convergence strategy and help organizations better understand the technology and different product options.

For more information contact an AT&T Representative or visit www.att.com/mss.