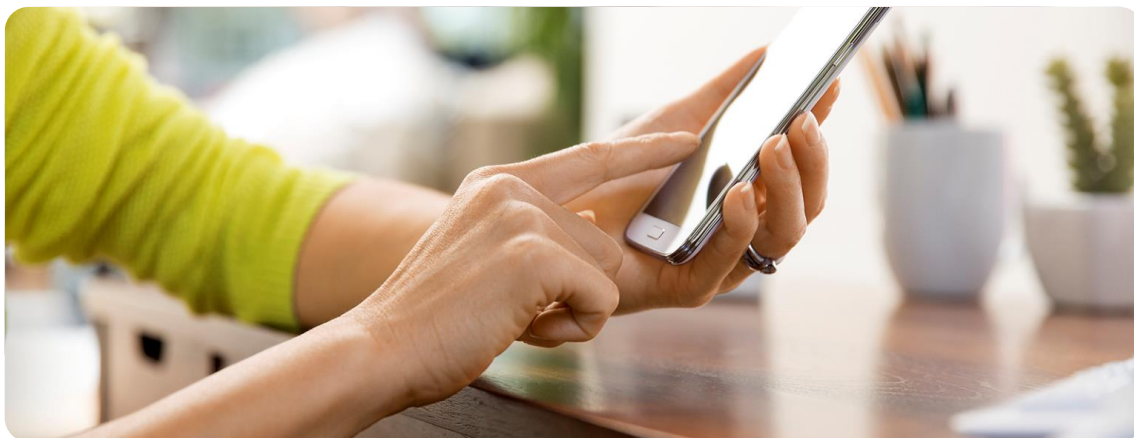
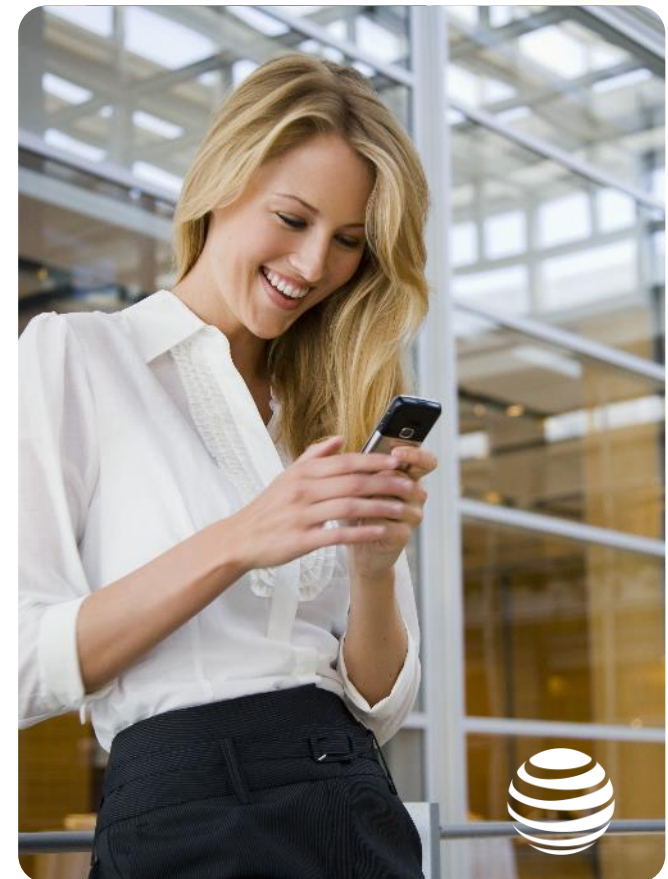


Prepare your business for the future of mobility

AT&T Custom Whitepaper

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Changing landscape

Changing Landscape

Evolution of Mobile Market

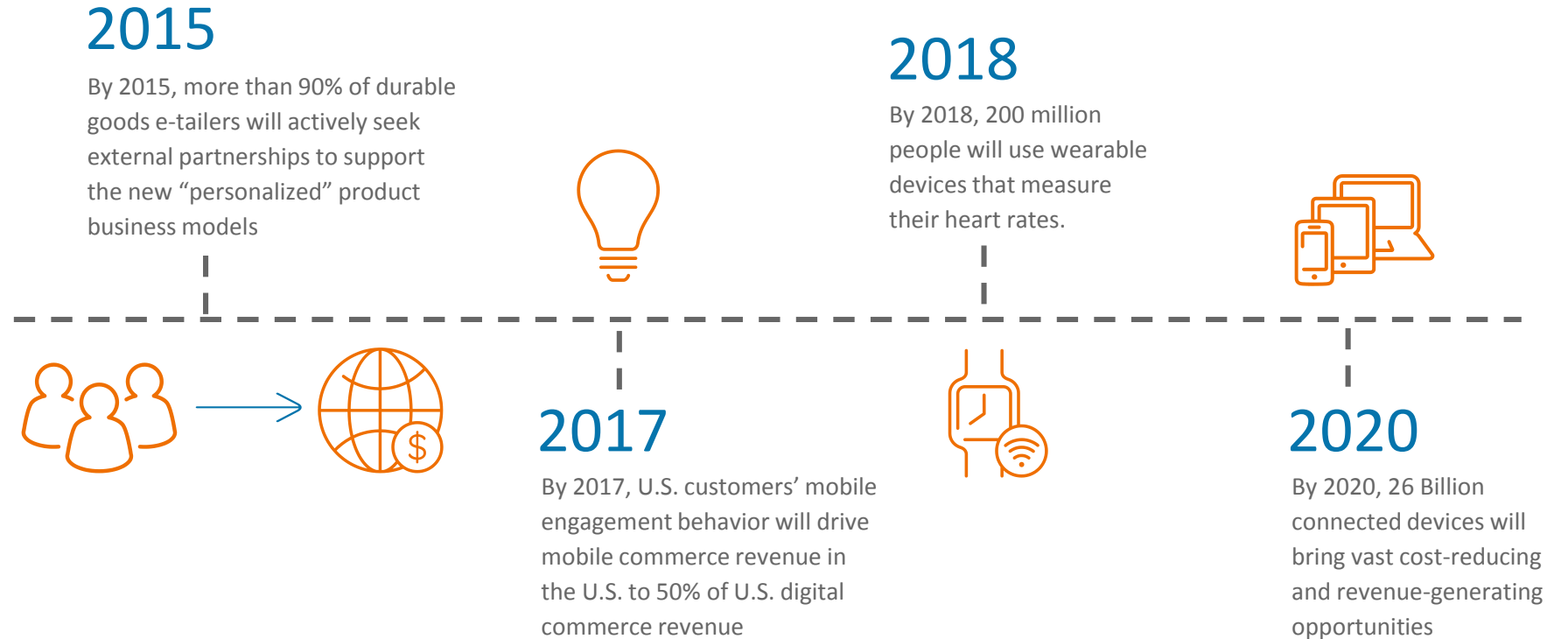
The Challenges

Meeting the Need

Tackle the Challenges

- [Mobility Consulting](#)
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Source: “Top 10 Strategic Predictions for 2015 and Beyond: Digital Business Is Driving ‘Big Change’”, 04 October 2014, Gartner, www.gartner.com



The evolution of the mobile market

The mobile market has shifted from a device focus a few years ago to a focus on a total approach to mobility, which includes application management, content management and data security.

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
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Yesterday

Smartphones

- Device management
- Security
- Application management



Mobile Device Management

Today

Smartphones Tablets Laptop/PC

- Mobile security
- Document management
- Application development & management
- Containerization
- Content management



Enterprise Mobility Management

Tomorrow

Smartphones Tablets Laptop/PC IoT – Smart devices Wearable

- Single administration console
- Endpoint protection is OS
- Connected enterprise; integrated management



Unified Endpoint Management

Source: "The Aragon Research Globe™ for Enterprise Mobile Management Software, 2014", September 17, 2014, Aragon Research
Source: "Magic Quadrant for Enterprise Mobility Suites", June 8, 2015, Gartner



Mobility challenges

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
- [Professional Services](#)

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BYOD (Bring Your Own Device) workforce

Organizations are rapidly evolving from bring-your own device to mobile-first working environment. In fact, security concerns remain at the forefront of BYOD. Some of the other major challenges with BYOD are consistent user experience, effective device management and support costs and fair reimbursement for work-related usage on mobile devices.

Data security

Organizations increasingly need a strategy to secure and manage the huge number of devices entering the workplace; to distribute, support, monitor and control the use of enterprise applications; and to protect and secure the entire ecosystem, corporate information and intellectual property.

Lack of mobile strategy

Mobile ecosystems are highly complex and change at rates the most IT departments are not staffed to handle. Lack of an EMM strategy can lead to higher costs, frustrated users and security risks. Moreover, solutions need to be scaled to support future growth while capable of evolving with the underlying technology.

Future mobility demands & IoT (Internet of Things)

IoT is one of the new frontiers for both EMM and Networking providers and with it comes new opportunities and challenges. Use cases will be abundant and so will the need to be able to manage these devices. Devices such as Apple TVs, printers and smartwatches are identifiable examples of IoT devices management by EMM tools today.



Source: "The Aragon Research Globe™ for Enterprise Mobile Management Software, 2014", September 17, 2014, Aragon Research
Source: "Magic Quadrant for Enterprise Mobility Suites", June 8, 2015, Gartner



Meeting the need

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
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Moving into a hyperconnected world in which everything is computing, new business models and scenarios will emerge that challenge how businesses engage with their consumers. This will drive a people-centric computing model, whereby the lines of whether a technology solution targets the enterprise or consumer won't matter anymore as technologies revolve around the problems people want to solve. More specifically, how can daily life at work, home or in other circumstances be enriched to provide a more meaningful and elevating experience with the technologies consumers have at their grasp?

AT&T helps customers derive maximum benefits from their investments in mobility initiatives. AT&T provides end-to-end solutions and services, from the structuring of an enterprise mobility strategy and custom development of the integration, hosting and life cycle management of mobile applications.



Source: "Top 10 Strategic Predictions for 2015 and Beyond: Digital Business is Drive 'Big Change'", 04 October 2014, Gartner. www.gartner.com



How to tackle your mobility challenges

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
- [Professional Services](#)

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Enterprise mobility management solutions from AT&T take the complexity out of mobility with a full suite of end-to-end mobility solutions packaged to meet your organization's specific needs.

1 Build your organization's mobility roadmap with consulting services.

2 Manage and control your organization's mobile device inventory regardless the capacity of your IT department.

3 Help secure business data and apps being accessed by your mobile workforce.

4 Improve employee productivity with digital content management tools.

5 Manage BYOD expenses with automatic shared billing and company-paid plans.

6 End to end delivery including implementation, deployment and support.



Mitigate risks with a well-structured mobility plan

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

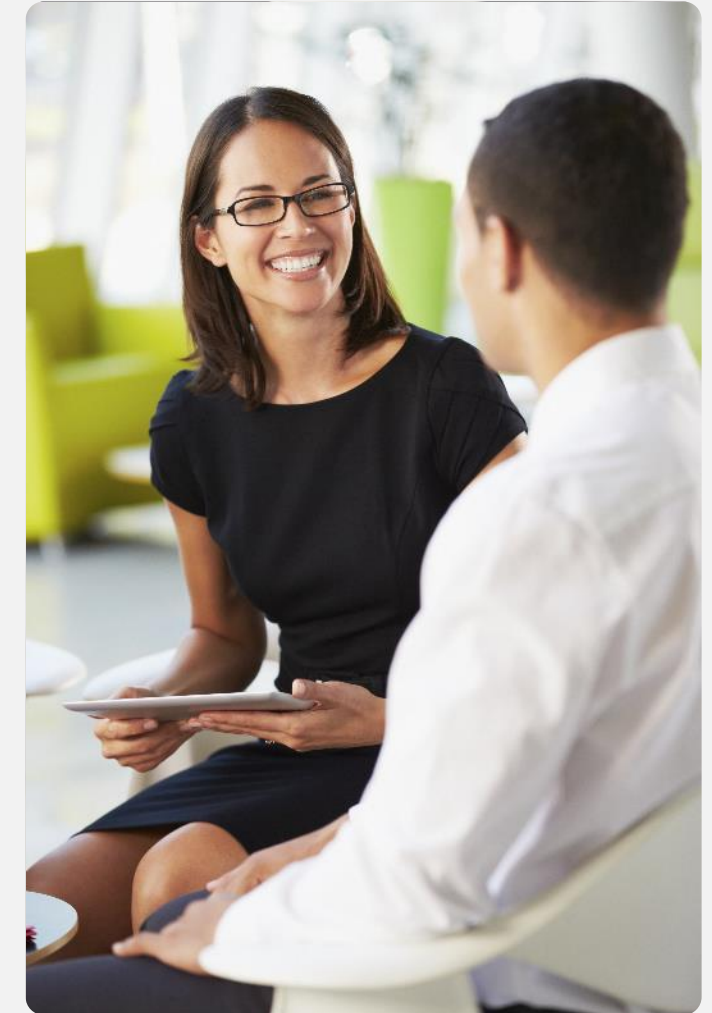
- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
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- [Apps for Business](#)
- [Deployment & Kitting](#)
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Mobility consulting

AT&T can apply extensive industry experience, and perform a comprehensive evaluation of the organization to construct a roadmap and mobility strategy.

We identify areas of the business that will benefit from mobile technologies and establish an overall mobility strategy that can include B2B, B2E, B2C, BYOD, and IoT solutions. The focus is on helping clients meet their goals, which often incorporate initiatives such as improving business processes, increasing employee productivity, and optimizing end user experience. By developing a mobile strategy, AT&T can help define standards so that applications, solutions, and process can be reused across the organization, and that a governance system is established that will enable the organization to better manage and scale the transition to mobility solutions.



Source: "Top 10 Strategic Predictions for 2015 and Beyond: Digital Business is Drive 'Big Change'", 04 October 2014, Gartner. www.gartner.com



Take control of your mobile assets regardless of device and carrier

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
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Device management

Help improve visibility and control of your workforce's mobile devices. Mobile Device Management from AT&T is designed to be intuitive for everyone, from IT administrators to employees. Our solutions allows administrators to manage the organization's mobile device inventory regardless of the size and capacity of the IT department.

- Protect data in state of the art data centers
- Monitor and enforce device compliance
- A unified view of the OS, mobile apps and versions of devices within your organization
- Automated device life cycle management to help reduce TCO
- Rapid provisioning of multiple devices with over the air configuration
- Ability to monitor near real-time status of individual devices
- Effective troubleshooting with analytics tools such as device diagnostic reports

Strategic alliances:

AirWatch, MobileIron, Good and IBM MaaS360



Company-paid voice and data made simple

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
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Mobile expense management with AT&T Work Platform™

Empower business productivity on employee* or independent contractor owned smartphones and tablets. AT&T Work Platform delivers AT&T voice, messaging and cellular data plan allowances to employees' personal mobile devices – and provides a simple, cost-efficient way for the organization to pay for the plans.

- Eliminate the need to give employees mobile devices for work
- Keep business usage separate from employees' personal usage
- Make costs more predictable with preset voice and cellular data allowances
- Reduce time-consuming paperwork and manual reimbursement processes with automatic billing
- Streamline integration and management of employee-owned mobile devices

*The paying organization is responsible for determining the authorized users who are eligible for AT&T Work. Authorized users may include employees and/or non-employees such as contractors.



Digital content solutions that help improve employee productivity

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
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Think about the types of content and tools your mobile workforce uses. How do they find what's current, relevant, useful? When they spend time searching, productivity is lost...wouldn't it be better if they could easily find what they need, ready for them, on their mobile device?

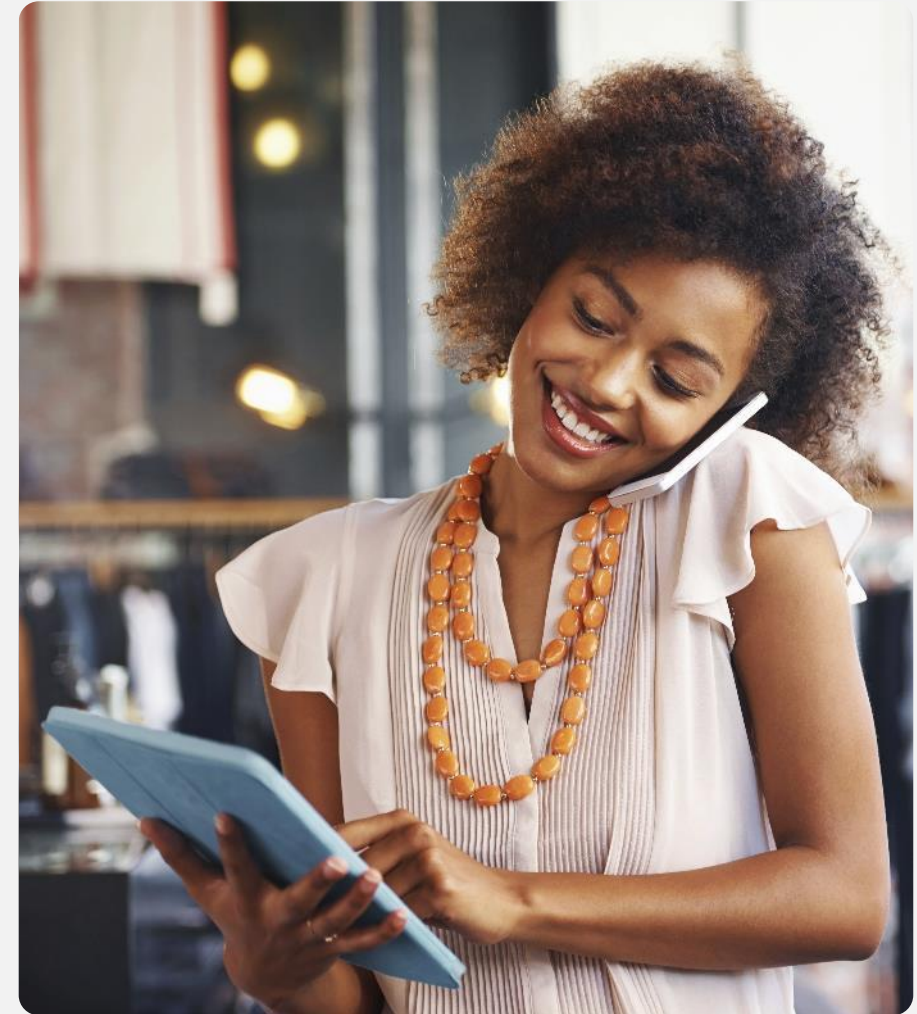
Mobile Content Management from AT&T combines highly-secure file-storage and sharing tools with access to interactive content updates and easy collaboration on mobile devices.

Highly secure file sharing in the cloud with Box

- Share files among internal employees and with external partners with high security
- Access and edit content on the go via laptops, tablets and smartphones
- Compatible with iOS, Android, BlackBerry and Windows devices

Near real-time content delivery with Bigtincan

- Deliver relevant content to end users across locations, devices and carriers
- Efficiently manage user roles and permission
- Monitor and analyze user interaction with content



Mobile apps to empower your business

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
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Amtrak

Business Problem

Amtrak's ticketing was a paper-based process left over from the early days of train travel, complete with ticket punch and a ticket pouch that had to be sent to a central location for processing. It was time-consuming, error-prone and inconvenient.



Source: Case Study, "Wireless eTicketing Transforms Rail Travel at Amtrak", 22 April 2014, [link](#)

Source: Case Study, "Mobile App Further Prepares County of San Diego Citizens for Emergencies", 08 January 2015

Solution

As it looked to make the move to eTicketing, Amtrak chose AT&T to provide an integrated, end-to-end solution that included a mobile applications development platform, devices, wireless networking and mobile device management.

For Amtrak, access to real-time information improves onboard operations, safety, inventory management, revenue realization and workflow.

San Diego County

Business Problem

San Diego County has seen its share of emergencies. After devastating wildfires in 2003 and 2007, the county sought to improve its emergency communication services. San Diego County wanted a mobile application and wanted it quickly, before the next fire season came around.



Solution

The Mobile Application Development Platform from AT&T enables OES to extend its web content out to a wider public, providing in-depth information to help citizens prepare in advance of an emergency and delivering alerts during an event.

With support from the AT&T advanced mobile application team, San Diego County took SD Emergency from idea to app store in just nine months.



Deploy a flexible end-to-end mobility strategy

Nearly 1 million devices deployed and managed – meeting enterprise needs today.

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
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Strategic Consulting



Architecture & Engineering



Multi-Device Services



Configuration & Engineering



Build & Consulting



Global Logistics



Program Management



Repair/Salvage/Recycle



Maximize your mobility investments

AT&T can help take the guesswork out of assessing, planning, and deploying mobile platforms and applications by providing the expertise, service, and operational infrastructure needed to effectively and efficiently manage mobile environments.

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
- [Professional Services](#)

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End user technical support



- Tier 1 end user support for mobile devices, hardware, accessories, operating systems, EMM, applications
- Single point of contact for end users
- How-to and FAQ support

Application service desk



- Tier 2+ help desk to help desk support
- Management and support for major MDM solutions
- Customer support for AT&T developed mobile apps

Professional services



- Mobile Readiness Workshop
- Technology Assessment
- Installation
- Configuration
- Health Checks
- Training



We focus on what matters to you

[Changing Landscape](#)

[Evolution of Mobile Market](#)

[The Challenges](#)

[Meeting the Need](#)

[Tackle the Challenges](#)

- [Mobility Consulting](#)
- [Device Management](#)
- [BYOD Expense Management](#)
- [Content Solutions](#)
- [Apps for Business](#)
- [Deployment & Kitting](#)
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The AT&T Enterprise Mobility Management solutions takes the complexity out of mobility with a suite of mobile device, application, and content management services that are packaged to meet your organization's specific needs.

Along with an end-to-end EMM solution, AT&T also offers a suite of Professional Services that can extend from simple device support to total device maintenance and replacement.

Control, maintain, and help protect your mobile devices, applications, and services. Improve productivity. And meet your growing employee demands for anytime, anywhere access to information with AT&T Enterprise Mobility Management.

For more information contact
an AT&T Representative or visit:

www.att.com/emm

