



AT&T Security Solutions for Business

Enterprise Mobile Management
Sales Reference Guide



AT&T Enterprise Mobile Management Portfolio

What it is

AT&T Enterprise Mobile Management is a package we offer that allows you to effectively eliminate security, functionality and network infrastructure concerns and help meet employee demands for constant access to content when using a mobile device.

How it works

Our methodology is a comprehensive three-step process that begins with an assessment of the strategy, goals and mobility environment at your organization. From there, we develop mobile strategy recommendations that align with your needs and key initiatives. Once established, we conduct a gap analysis of current and future states offering solutions with a corresponding timeline that shows the sequence of necessary actions and decisions.

Why AT&T?

After consulting with your organization we will leverage best practices and proven frameworks to develop a strategy that will address nearly every enterprise mobility challenge and help you capitalize on your opportunities.



Features & Benefits of Enterprise Mobile Management

Increased Control

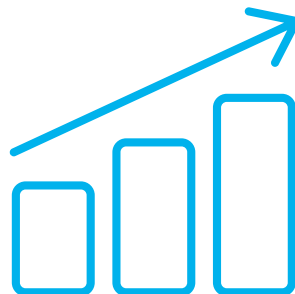
By entrusting us for full life cycle management, you can help reduce the team members needed to manage your mobile inventory. Additionally, with an on-premise, on-cloud or managed and hosted solution, IT departments can proactively provide high level enterprise data security, even on employee-owned devices.

Improved Efficiency

By allowing the organization to focus on core competencies and not on mobility infrastructure, organizations are better equipped to focus on long-term goals and successes, and employees are able to transcend the limits of location and distance.

Boosted Productivity

Improve workplace management by creating a secure environment for employees to access cloud resources from virtually any site using almost any wired or wireless device. Since employees will be able to carry only one device that is loaded with their necessary apps, corporate applications, sales-force automation and even games, a digital workspace can be created anywhere at anytime.



Features and Benefits of Mobility Service

Enhanced Network

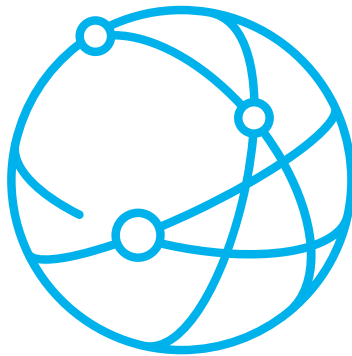
We have invested more than \$160 billion in our networks over the past six years, including acquisitions of wireless spectrum and operations, which means we are constantly striving for innovative ways to make the access to your data as reliable and secure as possible.

Consistent Connectivity

Nearly 100 percent of all calls on the AT&T network stay connected, which is why we are able to proudly provide voice and data coverage for more than 355 million people and are working to create the first ever North American Mobile Service Area covering 400 million people and businesses in Mexico and the U.S.

Effortless Reliability

From voice calls to video calls to accessing your data on our secure networks, we are able to confidently meet the demands of your team and ensure business never stops.



Common Customer Security Concerns

Customer Concern:

As employees share and access sensitive information via company provided mobile devices, the customer wants to ensure there is adequate security.

A digital workspace provides ease of access while on-the-go, improved efficiencies, and enhances productivity. However, entrusting a cloud-based network increases security risks even with the built-in security on the mobile device and programs like ActiveSync. The customer wants to provide the option to open and transmit private information via mobile devices, but also wants to ensure the information is secure and not unnecessarily exposed. The customer also wants to ensure the organization has the correct framework to support BYOD securely.

Our Solution:

We recommend the Airwatch solution along with the Airwatch's Secure Content Locker (mobile content manager). These solutions offer the ability to open documents without fear of potential data leakage because our experts at the AT&T Application Service Desk are available 24/7 to monitor and offer support.



How to Bundle Enterprise Mobile Management with AT&T Mobility Service

AT&T Managed Security Products are better together.

Combining **AT&T Mobility Service** with **AT&T Enterprise Mobile Management** will not only help ensure you are always able to securely access your content through any mobile device at anytime anywhere, but also help ensure that you're tapping into a robust network that is constantly striving for innovation.

Benefits of a Bundled Mobility Solution

Mobilize your business with our comprehensive suite of offerings.

From the most powerful lineup of devices - Apple, Android, Blackberry and Windows - to offering video calls, HD voice and optimized video distribution, we can help guarantee you and your team are able to access your private data at anytime, anywhere.

Conversation Starters

General Questions

1. How many resources are being used to manage your security solutions that could be better utilized in other roles?
2. How responsive is your current solution to bandwidth change requirements? Consider seasonal and variable spikes.
3. Are you able to apply consistent security policies across all locations?
4. How do you currently evaluate your security status?

Industry Specific Questions



Medical

How have HIPPA laws influenced how you view security?



Retail

How have PCI laws impacted your security (may require scans or security services research)?



Professional Services – Legal

How are you protecting sensitive client information today?



Wholesale

How do you make sure external vendors are securely connecting to your network when operating in remote locations?

Case Study (Biotechnology)

AT&T Security Solutions in Action

No matter the industry, business owners face security risks that directly affect their bottom line. Here is a real-life example of a problem companies are facing and the security solution that helped them overcome threats and protect their assets.

Need

The company wanted to replace both domestic and global employees' devices with smartphones and the IT team needed a way to deploy and manage these new devices, while providing highly secure access to company applications.

Solution

AT&T provided a customized Enterprise Mobile Management solution using MobileIron VSP from AT&T. Entrusting our management and consulting services for their mobility infrastructure allowed them to have a secure, worldwide network to rely upon, access to their corporate applications and 24/7/365 IT assistance.

Value



Improved threat detection:

Easier administration of smartphone access and usage worldwide, while allowing employees to benefit from leading edge devices.



Security expertise:

One carrier and one mobile device management platform that's easy to roll out to new people.



Efficiency:

Employees can now bring their own device.

Final Key Points

Full Life Cycle Management

We aim to simplify the complexities of developing a mobile infrastructure. From the entire application development process, to content distribution and secure workspace management, we are there to support and guide you through by pulling from our innovative mobility experts and industry best practices.

Optimized Mobility

We have the breadth of devices, the scope of services (wifi calling, HD Voice, video call, on an ever-expanding network) and the desire to continually innovate as emerging technologies become available.

Always by your side

Rolling out new processes can be expensive and present a new set of challenges through change management, but we have solutions to help alleviate the burden. We offer a range of solutions for your workers' devices that fit every budget.