

## AT&T and Ciena

AT&T and Ciena have had a strong partnership for over 20 years with more than 500,000 Ciena network elements deployed in the AT&T network. AT&T Switched Ethernet on Demand is delivered in partnership with Ciena's routing and switching platforms.

## Product Overview

AT&T Switched Ethernet on Demand enables businesses to quickly provision and scale their networks to support SD-WAN, cloud access, and other networking priorities. Private connections can be point-to-point and multipoint, nationwide.

AT&T Switched Ethernet on Demand means businesses of any size can take advantage of the performance, speed, and reliability that comes with being the nation's largest fiber footprint for business.



## Key Benefits:

**Dynamic, highly secure bandwidth:** Connect sites with secure, private, high performing layer-2 network

**On-demand features:** Include adding sites, changing network services, adjusting bandwidth and configurations, and prioritizing mission critical and class of service traffic – all in near real-time with a central, web-based dashboard

**Lightning-fast with fiber:** Speeds from 2MB up to 100GB

**Pay for what you use:** Throttle bandwidth during down periods to save costs while maintaining the ability to ramp up capacity when needed

## Qualifying Questions

Do you need to connect two or more locations?

Do you need a network that is 99.9999% reliable?

Do you need to control and change the configuration of your network in near real-time?

Do you need a more cost-effective and efficient network?

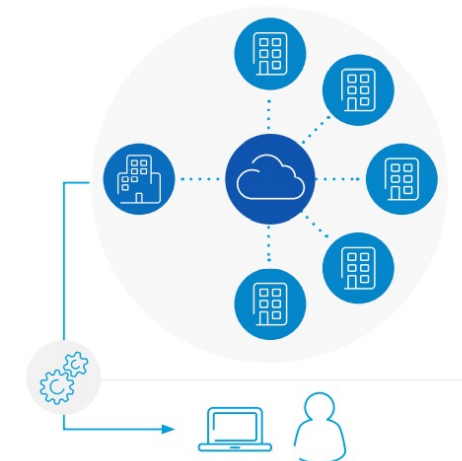
Are you looking for a way to maximize workforce productivity and collaboration?

Do you need to dynamically scale your network and bandwidth?

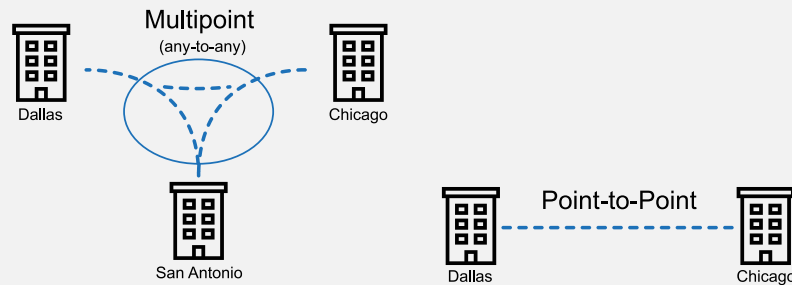
## AT&T Switched Ethernet Service with on demand functionality

- ▶ Fast installation
- ▶ Dynamic bandwidth
- ▶ Self-service portal

<https://www.business.att.com/products/switched-ethernet.html>



## Customer Profiles



### Point-to-point Customers:

- Data Center Replication / Business Continuity
- Company with two locations
- Cloud Connectivity

### Multipoint Customers:

- Companies with multiple locations
- Retail, manufacturing, healthcare, financial, public sector, transportation

### Existing AT&T Switched Ethernet Customers:

Existing AT&T Switched Ethernet customers can take advantage of AT&T's on-demand hybrid capability that enables the interconnection of existing switched Ethernet ports with new, on-demand Ethernet ports.

## Customer Use Cases

### Financial Customer

**Story:** Financial institution has hundreds of branch locations that need to communicate voice, video, and data between branches. They also have two, geo-diverse data centers that require database replication on a nightly basis.

**Solution:** AT&T Switched Ethernet on Demand is used with customer portal access to dynamically increase bandwidth between data centers after hours to expedite the database replication process.

*Customer details removed to protect their privacy*

### Retail Customer

**Story:** Large retail customer operates a chain of convenient stores throughout the US. Stores need connectivity for point-of-sale, voice, inventory, and customer WiFi-enabled internet access. Hubs at two secure data centers, all spokes have immediate access to either hub for survivability.

**Solution:** AT&T Switched Ethernet on Demand is providing:

- 10-20 Mbps per store capacity today, plus growth planned for more applications including video, at price comparable to past spending
- Fiber-based service via carrier-grade, MEF-certified network; easily supports hosting applications from multiple sites for survivability
- Web-based portal allows them to easily order ports for new locations or increase/decrease bandwidth as season peaks require

### Manufacturing Customer

**Story:** Steel plate manufacturing company that had business challenges of working with large files and wanted the ability to increase and decrease their bandwidth as required at their different locations.

**Solution:** AT&T Switched Ethernet on Demand provided a secure, easy-to-use customer portal for adjusting bandwidth and changing network services as required.

To learn more about what AT&T Switched Ethernet on Demand can do for your customers visit <https://www.business.att.com/products/switched-ethernet.html>