

## 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.

To learn more about what AT&T Switched Ethernet on Demand can do for you, contact your AT&T Representative, or visit us at [www.business.att.com/products/switched-ethernet.html](http://www.business.att.com/products/switched-ethernet.html)

## 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?

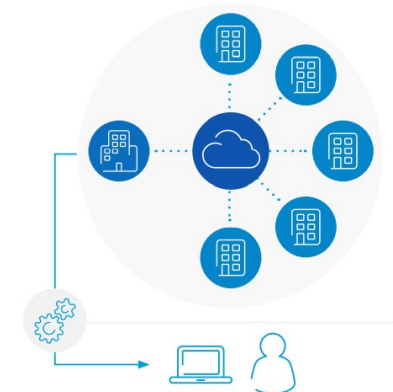
Do you need to throttle the capacity of your network between different office locations?

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

What is your strategy for scaling your network bandwidth?

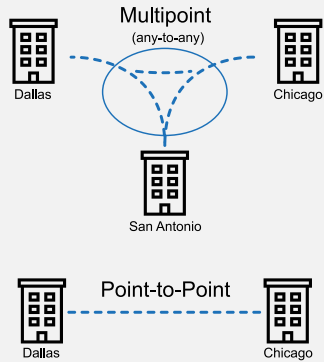
### AT&T Switched Ethernet Service with on demand functionality

- 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.

### Availability

AT&T Switched Ethernet on Demand is now available\* to sell.

- Available to customers nationwide
- Sales Channels that can sell:
  - AT&T Sales Teams
  - ACC Business and AT&T Alliance Channel Solution Providers
  - AT&T Partner Exchange

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

## 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.