

AT&T Platform as a Service

Speed Application Development and Deployment in the Cloud

Whether you're bringing new applications to market or to your own employees, speeding development and deployment time is critical. For independent software vendors (ISVs), delays can put potential revenue streams on hold. For enterprises, they can bring business process re-engineering efforts to a standstill – at a time when re-vitalizing those processes may be key to profitability.

AT&T Platform as a Service provides a complete development environment to build custom applications and bring them online more quickly than ever. Once launched, the service makes it easy to run, access and manage the applications and databases you create. As an AT&T Cloud Service, AT&T Platform as a Service also allows you to do all this at a low cost – without worrying about scale, performance or capacity.

Design and Develop

With web-based, self-service provisioning tools, you can easily:

- Select and sign up for an AT&T Platform as a Service online
- Tap into a development environment within minutes
- Build web-based applications with a browser-based GUI
- Use pre-loaded, customizable templates or standard development tools (IDE, Eclipse)
- Develop without writing a single line of code

As a jumpstart, there are more than 50 software development templates to choose from, at no extra cost to you. They're designed to quickly automate, change and support a range of business processes – from managing expenses, projects, campaigns, events and leads to automating sales activities and enabling employees to collaborate worldwide.

The easy-to-use templates can also help you extend development capabilities to non-traditional developers in the enterprise. For example, line of business managers can use the templates to create an application to meet unique needs, freeing development teams for other work.

Launch and Run

When you choose AT&T Platform as a Service, you can have more than a development platform. You can have a fully managed platform for running your on-line applications and databases, too.

So, you can do more than go live sooner with your applications, you can go live with more confidence as you benefit from:

- The performance, reliability and security of the AT&T network
- A virtualized, scalable infrastructure of application and database servers
- Management of the network, server and storage infrastructure
- Built-in redundancy and security of AT&T Internet Data Centers
- 24x7x365 infrastructure monitoring and support

Benefits

- Build, launch and manage custom applications quickly and easily
- Reduce capital investments
- Provision once, scale dynamically up or down as needed
- Avoid cost and time spent in infrastructure management and upgrades
- Consolidate, modernize and mobilize applications in the cloud
- Depend on the reliability, performance and security of the AT&T network
- Focus on core development capabilities, not the infrastructure that supports them

Features

- A complete cloud-based development and deployment platform for ISVs and enterprise developers
- Web tools and customizable templates for software development and full lifecycle management
- A high-performance, redundant and scalable infrastructure to run online applications and databases
- Development tools to mobilize applications and integrate social networking features
- 7x24x365 infrastructure monitoring, management and support
- A monthly per-user fee for cloud services



Solution
Provider

You can also consider AT&T Platform as a Service as a way to consolidate the many applications and databases that run in your organization. A consistent platform can make it easier to monitor, manage and integrate applications and data in a simpler, more cost-effective way.

Manage, Adapt and Scale

With AT&T Platform as a Service, applications aren't just easier to build and deploy, they're easier to manage and modify as needs change. A web-based portal lets you access, manage and adapt your software environment from nearly anywhere, using a browser and network connection.

So, when you need to modify your applications to support a newly re-engineered business process, take advantage of a new opportunity or react to other business variables, you can quickly change forms and fields within the application template. Activity reports can provide the information you need to improve the user experience, increase revenue potential or meet other business goals.

Mobilize and Collaborate

AT&T Platform as a Service provides you with the tools you need to build applications for mobile users and embed capabilities – like mobility, presence and collaboration – into your software. As a result, you can extend the value of your applications while providing users with the instant connections they want from nearly anywhere.

Mobile communication enablers.

Integrate real-time location information from the mobile network into an order processing application to quickly find a sales contact on the road for questions, rather than putting the order on hold.

AT&T was positioned as a leader in the Gartner Magic Quadrant for Cloud Infrastructure as a Service and Web hosting (December, 2010)

Mobile application development.

Build new mobile applications and extend access to a range of devices to keep users in touch and productive away from the office.

Social networking.

Today's users aren't only mobile, they're social. AT&T Platform as a Service enables you to embed social networking and collaboration tools into your software, so users can share profiles, status updates and documents, post pictures and more.

Work with a Cloud Leader

With more than a decade of experience in enterprise hosting, expertise in delivering robust and reliable multi-tenant application platforms and a disciplined approach to infrastructure management, AT&T can be your best choice for cloud-based application development and deployment.

So, whether you're an ISV needing to launch applications sooner or an enterprise developer wanting to satisfy the demands of impatient users, you can start building and bringing your applications on line today with AT&T AT&T Platform as a Service.