AT&T Switched Ethernet Service[SM]

Connecting Your Business Across the Metropolitan Area Network

Your business is changing and whether it is expanding or consolidating, it requires the capabilities to run today's demanding applications like streaming data, email and video content. You want a service that is fast, versatile and will carry your mission-critical data wherever and whenever it is needed. Finding the right solution that fits your need and your budget is critical and many businesses find Ethernet services will deliver the performance they need at an affordable price.
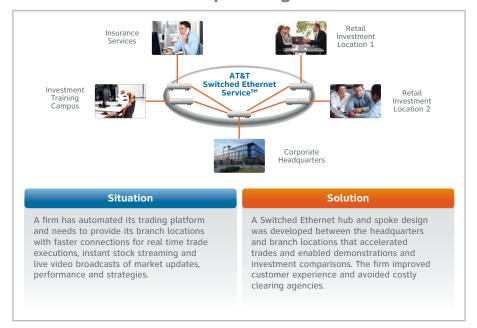
What is Ethernet?
Ethernet is the predominant computer networking technology on LAN's (Local Area Network) today. It's familiar, easy to use and very compatible with the computers, desktops and other equipment in your office. Most network routers are Ethernet ready. So it's as simple as "Plug and Play" to connect multiple locations together as if they were one LAN.

Take the First Step with Switched Ethernet
You already have the first piece of network in place with your Ethernet based LAN. Now you can take the next step toward the future. Connecting your sites together with AT&T Switched Ethernet Service will help ensure the delivery of important voice, data, and video applications to your large and small offices around the metro area. Information networks and transactions are the lifeblood of today's business and AT&T Switched Ethernet Service will open the doors to new possibilities as your business grows and changes. Plus, you'll get stringent service level agreements that will help support your critical applications.

Benefits

- Scalable to fit the size of your business
- Simplified network architecture that lets you run multiple applications on a single network
- Cost-effective so you get more from your investment dollars
- Network flexibility to meet your changing business requirements
- High performance to deliver traffic in milliseconds
- Reliability to help ensure continuity in your business
- Easy to manage, saves you time and improves productivity
- Future growth is supported as your business expands to multiple locations

Features

- Supports application performance with transport speeds from 2 Mbps to 10 Gbps
- Expands your capabilities with Point to Point, Point to Multipoint, or Multipoint configurations
- Virtual LAN connections allow you to set different destinations and priority for each application or department
- Connect all locations together in a single virtual LAN, or enable virtual private lines from remote locations to your head office data center
- Highly redundant and resilient core network

Switched Ethernet – Hub and Spoke Design

Insurance Services

Retail Investment Location 1

Investment Training Campus

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Retail Investment Location 2

Corporate Headquarters

Situation	Solution
A firm has automated its trading platform and needs to provide its branch locations with faster connections for real time trade executions, instant stock streaming and live video broadcasts of market updates, performance and strategies.	A Switched Ethernet hub and spoke design was developed between the headquarters and branch locations that accelerated trades and enabled demonstrations and investment comparisons. The firm improved customer experience and avoided costly clearing agencies.

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Switched Ethernet – Multipoint Design

Sales
Office

Backup
Data
Center

Design
Studio

**AT&T
Switched Ethernet
Service**^{SM}

Graphics
and Drafting

Headquarters
and Principal
Data Center

Situation	Solution
A business develops graphics, illustrations, guides and videos for technical users, and stores this content on a single server for customers access.	A 10 Gbps virtual Switched Ethernet connection was established between the primary and the newly purchased backup data center for continuous server replication while connections at branch locations allowed for improved customer demonstrations.

AT&T Switched Ethernet Service uses fiber optic or copper technology to connect each of your offices to our highly secure and protected core Ethernet network. Your network is managed closely to help ensure peak performance for your most vital and delay-sensitive applications. That means important traffic is prioritized and will cross the network in milliseconds. Speed, performance and security are backed by service level agreements designed to provide the stability and continuity your business demands.

It's the Right Choice for Your Business

AT&T Switched Ethernet Service offers simplicity, scalability, flexibility and affordability. One network design does not fit all, so flexible configurations such as site to site, headquarter to branch offices or fully meshed, enable the network to fit your business. The way your business runs applications and interacts is the way AT&T Switched Ethernet Service can be configured. Build on your existing architecture, use it for back-up or simply use it for a new, more reliable way to communicate.

Want control of your network and need to minimize the cost of outsourcing to a network manager? AT&T Switched Ethernet Service allows you to make changes to routing schemes, insert encryption and run the protocols of your choice. Since Ethernet is familiar technology and runs your LAN, you can utilize your knowledgeable IT staff to control, secure and route your critical data through the Wide Area Network (WAN).

Maximize your network budget by purchasing the bandwidth needed today while knowing the service can easily be upgraded to higher speeds, from megabits to gigabits. Size each connection based on the content or applications that are in use, knowing you can always modify the speed or performance when necessary. Ethernet is ideally suited to transporting today's Internet Protocol (IP) based applications including voice, video and collaboration tools that require real time performance. The high capacity service supports fast transmission of your largest files or the constant flow of streaming multimedia that gives users a richer, more immersive experience.

What you need today may not be what you need tomorrow and you've just found a cost effective solution that will grow with your business.

For More Information

To learn more about what AT&T Switched Ethernet Service can do for you, contact your AT&T Representative, or visit us on the web at www.att.com.

*AT&T Switched Ethernet Service is available (where facilities permit) in the service areas of the AT&T local telephone companies in the following states: California, Nevada, Kansas, Oklahoma, Arkansas, Texas, Missouri, Wisconsin, Illinois, Indiana, Michigan, Ohio, Connecticut, Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.