AT&T BusinessDirect® Portfolio

It helps you work at lightning speed

Point. Click. Submit. Now that's fast! And that's what today's businesses expect – convenience and cost effectiveness at lightning speed. That's why AT&T has developed the AT&T BusinessDirect® Portfolio, a suite of electronic servicing tools that empower you to work productively and cost-efficiently as you manage your AT&T services and accounts.

The AT&T BusinessDirect® Portal

One component of the portfolio is the award-winning, secure AT&T BusinessDirect® portal, which delivers online tools for efficient, effective, convenient eServicing capabilities, 24/7. Specifically, the powerful, productivity-enhancing online tools enable customers like you to reroute network traffic in real time, test circuits, report service problems and track them through resolution, place orders and check their status, pay bills electronically, and perform other customer service-related tasks online.[1] AT&T BusinessDirect® also includes numerous robust performance-reporting tools that allow you to monitor your networks and your AT&T Managed Services, such as website hosting, in real time.

Key tools on the portal

AT&T BusinessDirect® Map

AT&T BusinessDirect® Map is a first-in-the-industry online tool that shows your network on a map and provides intuitive point-and-click network-management capabilities across AT&T services. It delivers convenient hands-on network monitoring and management, inventory management, and trouble reporting – all within a single tool. It even provides the status of network alarms, trouble tickets, and service orders proactively.

AT&T Network Management Tools

AT&T network management tools provide hands-on network-management capabilities for specific AT&T services. For example, one tool empowers you to redirect toll-free traffic any time of the day or night – and see your changes take effect in minutes.

AT&T eMaintenance

Another key tool, AT&T eMaintenance, enables you to report service troubles and follow the progress of trouble resolution quickly and easily on the web. AT&T eMaintenance is designed to find your problem quickly, inconvenience you as little as possible, and most importantly, minimize your down time. Whenever you do report a trouble, automated testing begins within seconds to determine whether the problem lies with the local exchange carrier (LEC), the AT&T network, or the equipment at your location. If the trouble is found to be with the local access, the LEC is notified electronically if the LEC is bonded with AT&T, as most are.

AT&T eOrder

The AT&T eOrder tool is an efficient online tool that enables you to place service orders for both voice and data services quickly and accurately, track the status of those orders online, and expedite not only the ordering process but also order fulfillment itself –

> *"Online network management was perfect for us.... Finally there's a tool that's not more complex than the problem."*
> **Vice-President, Advanced Data-Comm**

BENEFITS

- Manage your AT&T services conveniently and securely, 24x7

- Save time by minimizing the need to place phone calls and waiting for callbacks

- Improve productivity by increasing automation and minimizing manual data entry

- Improve the accuracy of transactions by reducing or eliminating data entry errors

- Reduce costs by increasing productivity and redirecting headcount

- Gain a competitive advantage by offering superior service to your customers

FEATURES

- Make informed, cost-saving decisions with critical AT&T network performance data

- Optimize network efficiency

- Reroute toll-free calls and bring voice trunks in and out of service

- Resolve service problems more quickly

- Employ disaster recovery plans in minutes

- Accelerate order fulfillment through more accurate ordering transactions

- Minimize billing discrepancies by improving the accuracy of your transactions

across various AT&T services.[2, 3] Typical time savings you can expect when using AT&T eOrder include:

- Orders for switched voice services completed in two business days rather than seven.

- Orders to add a virtual on-net location (VON) completed in several hours rather than four business days.

- Orders to add a new PVC on existing access for data service completed in less than one business day (usually one hour) rather than two business days.

AT&T eBill
The AT&T eBill tool is a sleek online tool that gives you the ability to view your AT&T invoice details, analyze your billing data with standard or custom reports, make inquiries and request billing adjustments, see your payment history, and pay your bills online — for multiple AT&T services.[3]

Premier Platform
Premier Platform is the one-stop, customizable online site for business customers, large and small, to learn about, purchase, monitor and manage their wireless products and services. The Premier Platform can help businesses stay mobile and manage their wireless accounts more efficiently.

The Premier Platform comprises four tools:
- Premier Business Center
- Premier Online Store
- Premier Online Care
- Premier eBill.

2010 Stevie Award for the American Business Awards
Best Website, Telecommunications Category
AT&T Premier

2010 Bersin & Associates Learning Leaders Award
Operational Training and Development Category
AT&T BusinessDirect® Portal

Frost & Sullivan 2009 Market Share Leadership Award
Online Servicing Capabilities in Support of Dedicated Internet Access
AT&T BusinessDirect®

Tools for AT&T Managed Services
Many business customers enter into an arrangement with AT&T by which AT&T manages their networks, hosts their websites, or manages other complex telecom solutions under an AT&T Managed Services contract. The most important tools for these customers are those that allow them to monitor AT&T's performance, a critical capability for a customer whose website is being hosted by AT&T, for example.

Electronic bonding opportunities
AT&T eBonding is another key component in the AT&T BusinessDirect® Portfolio. AT&T eBonding is a productivity-enhancing capability that allows your internal systems to interact directly with AT&T's internal systems through an XML interface to accomplish high volumes of customer-service or network-management tasks without human intervention. eBonding capabilities — which include service ordering, checking order status, trouble reporting, and inventory management — can deliver such

significant productivity gains that staff sizes may actually be reduced. Ask your AT&T Representative for customer testimonials that describe specific customers' results.

AT&T eXpress Bonding℠ is a related capability that accepts high volumes of ordering transactions via a Microsoft Excel® spreadsheet; it delivers many of the same benefits as AT&T eBonding to customers that do not wish to develop the XML interface.

So to conduct your AT&T business with maximum efficiency, ask about the AT&T BusinessDirect® Portfolio today.

"Web-based tools [are] saving us an enormous amount of time and providing critical trending information."
Director, Global Telecommunications Networking Services, Air Products and Chemicals