




# The Basics

in Communications Needs  
SMALL BUSINESS



U.S. small businesses (1-99 employees) spent more than \$50 billion in 2009 on telecommunications services and equipment, according to industry research firm AMI-Partners. Services growing in visibility and importance for the small business owner include broadband or high speed Internet access; wireless solutions (especially data services); mobile applications; wireline-wireless-broadband bundles; hosted Voice over Internet Protocol (VoIP) capabilities, providing unlimited local and long-distance calling; as well as robust call management features; remote data backup and storage; and an array of network security applications.

Small businesses in particular require the biggest bang for their buck when it comes to investing in telecommunications products and services. But, perhaps more than any other organization, small businesses can't afford inadequate or unreliable services. Network disasters mean huge losses for big corporations; for small business owners, network disruptions can mean layoffs or that the mortgage doesn't get paid.

**Though there are others, small business needs in the telecommunications arena center around four basic categories:**

Mobility

Innovation and Cost Savings

Cybersecurity and Reliability

Business Continuity/Disaster Recovery



## Mobility

Wireless service is one of the most significant drivers of the U.S. economy. Anytime, anywhere connection is critical to success for small businesses, so wireless devices become a lifeline – helping them juggle personal and business needs while on the run. For many, their wireless device becomes an “office in their pocket,” enhancing productivity and enabling them to take their business wherever they go, whether it be a client meeting or a family vacation.

As they grow, they often need to extend capabilities to more employees and implement more advanced applications, which enable small businesses to improve productivity and maximize efficiencies. There are many innovative mobile applications to meet business needs, everything from sending and receiving e-mail and browsing the Internet to remote time sheet entry and fleet management solutions that offer navigation and tracking capabilities, helping drive efficiencies and reduce fuel costs.

AT&T provides 24/7 customer care and dedicated small business wireless specialists, who know how to connect productivity needs with solutions. In addition, the company offers group discounts on devices and service plans that provide small businesses with the access and the expertise that growing businesses need to most effectively use wireless services.

AT&T also provides the nation’s fastest 3G network to ensure business can be conducted at the speed needed in today’s competitive environment, and the largest **Wi-Fi network** ▶go with more than 20,000 hot spots in the U.S. and more than 125,000 worldwide.

## Some key Wireless offerings from AT&T offerings include:

\* Telecommunications includes wireline voice services, wireline data services, wireless voice services, wireless data services, wireless equipment, and data-related transport and value-added services (VPNs, Internet access, frame relay, etc.).

### Devices ▶go

AT&T offers the industry's most innovative selection of mobile devices to meet businesses' needs including smartphones – e.g., the iPhone; BlackBerry devices, including the BlackBerry Torch 9800, and handsets from several other manufacturers; **rugged devices** ▶go for construction companies; quick messaging devices; and mini-computers or netbooks from such manufacturers as Acer, Dell, HP, Lenovo, and Panasonic.

AT&T wireless devices are supported by various operating systems, including **iPhone iOS** ▶go, Windows Mobile®, Palm™, BlackBerry™ or Symbian™, so small businesses have many options available to best meet their needs.

### Applications


Small businesses can find applications that provide exceptional value to compete effectively, even with a small staff or limited IT resources, by visiting **AT&T's recommender tool**. ▶go In addition, small businesses can be more connected and responsive to their customer needs with mobile e-mail and AT&T **LaptopConnect**, ▶go which provides broadband access on the fastest 3G wireless data network in the U.S.

 **Cupcake Stop** 3G mobile broadband customer video

### Mobile Backup ▶go

A wireless application that automatically backs up the contact information in wireless handset address books by sending the information over a wireless network to a secure server for safe storage. This application provides a safeguard for names and numbers, clients and customers, housed in BlackBerry and other wireless devices, so lost or damaged mobile devices doesn't have to mean lost customers.

 **Fitness Boot Camp** Wireless customer video

 **Park Avenue coffee shop** Wi-Fi customer video



## Innovation and Cost Savings

Small businesses are always looking for ways to reduce costs, and deploying innovative technology is a key method many use to achieve that goal. New technology also enables small businesses to grow – i.e., adding employees, expanding office space or opening new locations – while controlling costs and maintaining profitability.

### **IP Flexible Reach** ▶go

A key telecom innovation that enables small businesses to reduce costs is combining voice and data traffic over a single communications line via an easy and affordable transition to Voice over Internet Protocol (VoIP). While it depends on numerous variables, it's not uncommon for small and medium businesses to significantly reduce telecommunications costs by combining their voice and data networks.

With such VoIP capabilities as AT&T IP Flexible Reach, smaller businesses can add VoIP without having to rip out and replace older analog phone systems. Now, these legacy analog systems, commonly used by smaller businesses, can remain in place and small businesses can “bolt on” IP capability at an economical rate. In addition, the service also offers small businesses “virtual telephone number” capabilities, which give the appearance that a small business is local. In short, it simulates local numbers in areas removed from small business locations, while providing “free local” calling.

### **Tech Support 360<sup>SM</sup>** ▶go

In addition, many small businesses cannot afford to have an IT technician on-site, yet they face the challenge of staying current with the technology that can help them compete - not to mention significant downtime when computers and other peripheral office devices aren't working, resulting in lost sales or opportunities. Troubleshooting computers and communications systems can be overwhelming, and it takes small businesses away from concentrating on their core businesses. Many small businesses need a cost-effective alternative to having technicians come to their businesses or to wasting their time trying to answer questions or fix problems themselves.

AT&T Tech Support 360 is a telecom industry-first IT helpdesk designed specifically for small businesses, enabling them to quickly secure support and then focus on their businesses. With Tech Support 360, small businesses have access to U.S.-based remote live, technical service for handling problems with PC hardware, software, communications network and peripheral devices. The 24/7 service also provides device installation assistance and PC performance tuneup.



**Mantel Angelos** *Tech Support 360 customer video*

## Other cost-saving and productivity-saving enhancing technologies:

### Shared Web Hosting ▶go

For small businesses looking for reliable and affordable solutions, AT&T offers two environments – UNIX and Windows Operating System – for small business Web hosting and e-commerce. Businesses can select either platform regardless of the operating system running on their personal computers.

### Conferencing Services

**AT&T Connect ▶go** combines Web conferencing with AT&T Audio Conferencing Services. AT&T Connect delivers an enterprise-class Web and audio collaboration application that transforms voice and Web conferencing from multiple point tools into one core communication product that can be given to everyone in your company, much like e-mail.

### Unified Messaging ▶go

AT&T Unified Messaging<sup>SM</sup> allows small businesses to check and receive all e-mail, landline voicemail, Wireless from AT&T and faxes through a personal computer or touchtone telephone. With text-to-speech technology, businesses can have the contents of an e-mail message and/or fax header information read to them. Plus, they can save faxes for viewing on a personal computer or use the computer to forward a fax.

## Cyber Security and Reliability

Every business wants to protect the flow of information in and out of the company. Yet, as networks become more complex and organizations conduct business with more partners, suppliers and customers, protection becomes even more critical, with thousands of vulnerable targets and hundreds of applications susceptible to security breaches. As a result, small business must take steps to ensure their data and critical business information is safe from viruses, hackers and other cyber security threats. For many, having high speed Internet service from a reputable Internet service provider helps keep their businesses safe.

### High Speed Internet ▶go

High speed Internet services from AT&T come with built-in security features, including:

- 01 Pop-Up Blocker to help keep annoying ads at bay
- 02 Firewall software to help shield your computer from unauthorized access
- 03 SpamGuard to help keep unwanted e-mail from clogging your inbox 4 E-mail virus protection software

▶ WineStyles High speed Internet customer video

▶ Pet care facility High speed Internet customer video





## Business Continuity/Disaster Recovery

Many small businesses lack the resources and/or the IT expertise to regularly back up their day-to-day business data off-site. Yet when disaster strikes, whether it be a power outage, a fire, hurricane, etc., millions of the country's small businesses are the most vulnerable to data loss and corresponding loss of revenue. Being without access to key business data for a day or two – or even a few hours – could be devastating to small business.

**Disaster Preparation and Recovery Tips for Small Business** ▶ [go](#)

### **TechSupport 360 Backup and Go<sup>SM</sup>** ▶ [go](#)

Small businesses can work remotely and flexibly with no worries about losing business-critical documents, thanks to AT&T Tech Support 360<sup>SM</sup> Backup and Go — the first online data backup service to be truly optimized for mobile devices. The new cloud-based service enables small businesses to virtually take their hard drives on the road; users can collaborate and share documents on the go by accessing and viewing those documents on any Web-connected PC or mobile device. In addition to providing easy and secure remote access to files, Backup and Go lets users print and fax documents, add comments or share with others by simply sending a Web link. And, because employees of small businesses often choose their own devices, the service runs on more than 800 mobile devices, including Blackberry devices and smartphones from other leading manufacturers.

▶ [TechSupport 360 Backup and Go Video Demo](#)

*More customer videos – bundled services (wireless, Internet, local and long distance voice):*

▶ [Outreach International](#)

▶ [Real estate developer](#)

▶ [Fire extinguisher installer](#)

To find out more about these services from AT&T or other communications services the company offers, please visit [\*\*http://www.att.com/smallbusiness\*\*](http://www.att.com/smallbusiness).

#### **Free Resources for Small Business**

Small businesses interested in free resources, including advice, online courses, podcasts, online seminars and opportunities to ask questions directly to small business thought leaders and experts should visit AT&T's **online resource for small businesses** ►go (<http://smallbiz.att.com>). Built specifically for small businesses, the site showcases success stories and keeps business owners — regardless of telecom or technology provider — on the cutting edge of business solutions.