

Global Networking for a Global Biotherapeutics Leader

Customer: CSL Behring

Segment: PCG Mid Markets/Alliance Channel/Twin Lights Group, Enterprise Business Solutions

Account Team: Stephen Joseph, Jodie Radford, Al Costello and Ben Ho in partnership with PCG Mid-Markets
Mid-Atlantic team: Marcus Cianfrani, Kristan Maclachlan, Jim McGuffin, Michele Stone, Brad Perkins, Joe Ronan and Owen McGirr

Total Contract Value: \$12 million

Solutions Sold: 150 Site AVPN, MIS and SMIS across US, Australia, Latin/South America, Asia/PAC and Europe

Overview: Our team sold a global leader in the plasma protein biotherapeutics industry, CSL Behring, on our global networking strengths, reliability and ultra-fast performance to focus their sales strategy. An impressive win-back!





Safety Comes First for this Fleet Management Company

Customer: Mobile Data Holdings Limited Inc

Segment: Business Integrated Solutions,
Enterprise Business Solutions

Account Team: Shelly Thornton, Mike Rice, Miles Olson, Chuck
Rainbow and Tim Shira

Total Contract Value: \$14 million

Solutions Sold: Jasper M2M connectivity for 90,000
subscribers, AT&T Control Center and Custom Access Point
Name (APN)

Overview: AT&T gave Mobile Data Holdings the ability to place
a mobile video data collection device on vehicles to view
virtually real-time footage and GPS location of fleet vehicles.
This sales win (two and a half years in the making!) helps
Mobile Data Holdings improve vehicular safety, determine why
accidents happen, and how accidents can be prevented.

Coming to a GGP Shopping Mall Near You!

Customer: General Growth Properties (GGP)

Segment: Fiber to the Building, Enterprise Business Solutions

Account Team: Adam Tapper, Tristan Davis and David Lizak

Total Contract Value: \$902,000

Solutions Sold: 33 EaMIS circuits with managed router

Overview: This sales win started with a cold call. Now, we're providing Ethernet access to Managed Internet Service (EaMIS) – with high bandwidth and guaranteed service levels for key performance metrics like availability and latency – to more than 30 of GGP's shopping mall locations.



The Perfect Equation

Customer: First Financial Bank

Segment: National Business Markets, Enterprise Business Solutions

Account Team: Sean Houston, Amy Milam, Jake Godwin, Susan Ruiz, Anthony Bomba and Ebrahim Keshavarz

Total Contract Value: \$2.1 million

Solutions Sold: MPLS PNT, Internet Protect with DDOS, and IP Flex with Branch Office Extension, MIS (approx. 100 VPN ports)

Overview: A strong relationship plus trust in this account team, built over time, was the key decision point in this sale. AT&T became First Financial Bank's clear choice for its VoIP initiative.



There's an App for This, Too

Customer: Frontline Performance Group

Segment: National Business Markets,
Enterprise Business Solutions

Account Team: Kris Mathey, Rick Bouchard,
Greg Bocchino, Rick Yang, Ginny Batton,
Brandon Piliero and Frank Hutchison.

Total Contract Value: \$2.1 million

Solutions Sold: Machine-to-machine (M2M),
MSS Advanced Warranty and Exchange

Overview: Running on AT&T's M2M network, Frontline Performance Group's new application gives international travelers a way to call home, get Internet access, and navigate the streets using GPS. And the ability to do this all easily and affordably, thanks to AT&T's cost-effective M2M services.





EPTT: The Missing Link

Customer: Witron Integrated Logistics

Segment: Regional & Local Business Markets,
Enterprise Business Solutions

Account Team: Delfino Macias, Jonathan Fisher,
Stephanie Hanson, John Twarog and Jay Erazo

Total Contract Value: \$70,000

Solutions Sold: Enhanced Push-to-Talk (EPTT) on 93
Samsung Rugby Pro & Rugby III devices

Overview: Enhancing communication for a better logistics process – that's important to logistics company Witron, and we were able to deliver a solution. By deciding to bring all 93 of its push-to-talk lines over to AT&T, Witron can successfully and efficiently do just that.



To the Cloud!

Customer: Cushman & Wakefield

Segment: Premier Client Group,
Enterprise Business Solutions

Account Team: Sabrina Pardo, Mike Coppola,
Trevor MacLeod, Steven Kaye, Emir Reyes,
Euginie D'Aoust, Joe LaRocca and Jon Sjothun

Total Contract Value: \$227k

Solutions Sold: Box from AT&T

Overview: AT&T's team sold Box from AT&T, a solution that lets our customers share, manage, and access information stored in the cloud, to real estate services company Cushman & Wakefield. Cushman & Wakefield employees will be able to use this service to streamline processes like file sharing and collaboration.



Building Networks from Scratch

Customer: Shell

Segment: Royal Dutch Shell, Global Business Solutions

Account Team: Mohamed Elhamy, Alessandra Prioni, Nadir Bennacef, Kees Vos, Wouter-Evert van de Poll and Steve Hall

Total Contract Value: \$38 Million

Solutions Sold: Full telecommunications platform, including networks, security, videoconferencing and unified communications

Overview: From the ground up, AT&T is helping Shell expand in the Middle East by designing a project that will provide complex communications for over 1,000 users working under strict health, safety, security, and environmental requirements.



Networking Matters

Customer: Computer Science Corp.

Segment: Systems Integrator Sales, Global Business Solutions

Account Team: Andrea Roma, Margaret Rooney-McMillen, Sam Patel, Chris Cass and Angela Bailey

Solutions Sold: Global Strategic Alliance

Overview: CSC and AT&T signed an agreement to bring their networking, cloud and application service opportunities with business customers together. This alliance bodes well for AT&T and promises to bring in significant revenue over the next few years. Intense negotiating paid off in the end.



All-in-One Deal Helps Outfit Cars

Customer: Faurecia

Segment: Global Client Group, Global Business Solutions

Account Team: Nicholas Lemoine, Sylvain Cailleux, Eric Foucher, Laurent Mazars, Paul Montpas, Jacco Jurg and Susan Macher

Total Contract Value: \$68.7 Million

Solutions Sold: AT&T Connect, AT&T Network Based IP VPN Remote Access, Customer Network Management Services (AMSS), Enhanced VPN Services, Global Managed Internet Services, IP Telephony and LAN, Telepresence Solution

Overview: AT&T makes it possible for automotive parts manufacturer Faurecia to enhance its service experience, accelerate transformations and improve productivity and efficiency. Thanks to this sale, Faurecia will be able to concentrate on its core business investments and people, while relying on a trusted provider for all its critical IT needs.



Banking, Integrated

Customer: A major financial institution

Segment: Signature Client Group, Global Business Solutions

Account Team: Kevin Jenkins, Portia Zimmerman, David Rudd, Matt Dimock, Leonard Longene and Tage Wolters

Total Contract Value: \$376.6 million

Solutions Sold: Mobility CRU & IRU (voice, data & integrated)

Overview: A major financial institution retained AT&T as a “Preferred Supplier” by migrating 15,000 CRUs from one of our top competitors over the next twelve months. Holding one of two “Preferred Supplier” designations uniquely positions AT&T when it comes to providing mobile apps and other new technologies.



Score! Connecting College Sports

Customer: Pac-12 Enterprises

Segment: GEM, Global Business Solutions

Account Team: Chris Congo, Heather Petersen, Matthew Weaver and Emily Verrett

Total Contract Value: \$632 Million

Solutions Sold: Exclusive provider of wireless and wireline communications services and exclusive wireless sponsor

Overview: Pac-12's longstanding relationship with AT&T only helped the decision to make us its sole telecommunication service and wireless sponsor, as well as carrying three Pac-12 television networks on AT&T U-verse. Being able to provide customized wireless and wireline services to the 12 schools gives AT&T a unique edge.



Redoubling Sales Efforts Doubled Our Revenues

Customer: U.K. mobile operator and Internet provider

Segment: Wholesale Solutions and Access Management

Account Team: Beth Castro, Matt Leyes, Dina Lemmond, Liz McHugh, Mike O'Brien, Phyllis Spruill, Leslie Rubin and Jerry Gilmore

Total Contract Value: \$300 million

Solutions Sold: Ethernet, 12 UVN rings

Overview: Through hard work and can-do attitudes all around, this team grew revenue from this customer relationship 100% year-over-year and solidified the wholesale customer's network with a sale of 12 UNV rings.



Connecting Coast to Coast



Customer: A telecommunications company based in Japan

Segment: Wholesale Solutions and Access Management

Account Team: Dane Cochran

Total Contract Value: \$7.2 million

Solutions Sold: Up to 500 sites to be migrated to OPT-E-WAN service

Overview: Thanks to the efforts of our sales team, AT&T is now the primary supplier of Ethernet services to a wholesale customer, supporting the telecommunications company's enterprise clients in the United States.

Teaming Up for Solutions

Customer: A voice, data and managed services provider

Segment: Wholesale Solutions and Access Management

Account Team: Nancy Dalton, Alvaro Medeiros, Wayne Carnes, David Kemp, Bill Leavy, Mark Robbins, Mike Wilburn, Derric Wilson, Marsha McDaniel, Kate DeLoach and Parley Casto

Total Contract Value: \$1.5 billion

Solutions Sold: Voice, Data, Ethernet

Overview: Not just one win, but several. Our sales team signed major deals for voice and data and switched Ethernet and substantially increased outbound and toll free traffic. This wholesale customer chose right when picking AT&T as its provider.



Aggressive Sales Strategy to Grow Revenue



Customer: A U.S. telecommunications company

Segment: Wholesale Solutions and Access Management

Account Team: Maryann Allen, Eddie Delvalle, Bill Varga, Kevin Davis, Anita Hansen, Marsha McDaniel and Marjorie Yokeley

Total Contract Value: \$248 million

Overview: Constantly on the lookout for opportunities to expand, our team worked with this wholesale customer to simplify diversity on multiple circuits into a data center. We delivered by selling the business a new UVN ring for its Oregon site and are in the process of developing a nationwide Ethernet solution.

Getting Out of the Box

Customer: An in-flight Wi-Fi provider

Segment: Wholesale Solutions and Access Management

Account Team: Pat Griffin, Joyce Page, Belinda Mahon, Matt Snavelly and Gina Pechacek

Total Contract Value: \$17 million

Solutions Sold: AVPN transport, DS3, Ethernet Access and Cisco equipment

Overview: This team prides itself on thinking outside of the box. They were able to utilize resources from multiple AT&T product lines to support over 70 sites on this wholesale customer's network.



A Bundle of New Revenue

Customer: Large company that sells consumer electronics and furniture with over 3,000 locations

Segment: Emerging Business Markets

Account Team: Solution provider with Steve Hannel, Nadeem Poonawala, Kris Ryan, Hakim Williams and Barrett Koch

Total Contract Value: \$1.2 million

Solutions Sold: MIS, IP DSL

Overview: The solution provider used its strong relationship with the customer to position its managed services along with AT&T's best-in-class network to bundle a solution that the incumbent telco couldn't match. Bundling services with advanced solutions powered by AT&T delivers value to the customer and new revenue.



Reliability and Transparency Win the Day

Customer: Leading IT managed services and solutions company focused on global and mid-market enterprises

Segment: Emerging Business Markets

Account Team: Maher Saab, Stefanie Krenek, Tom Fleming and Ray Jaeger

Total Contract Value: \$886K

Solutions Sold: MPLS (PNT), MIS Plus, IP Flex, Network-Based Firewall, IP Toll Free

Overview: This customer chose AT&T over its current telco for two reasons. First, our network is second to none. The customer had experienced two major outages that significantly impacted its end-user customers. Second, they were impressed with the level of service and transparency Emerging Business Markets provides.



Less Is More for a Healthcare Customer

Customer: Leader in healthcare cost containment solutions for government funded, commercial and private entities

Segment: Emerging Business Markets

Account Team: Solution provider with Peter Wen, David Ohrn, Tom Fleming, Laurent Bass, Joseph Altobell and Jennifer Huang

Total Contract Value: \$1.6 million

Solutions Sold: AVPN

Overview: In this case, one was better than two. The customer was using AT&T and another telco, but needed a single carrier to provide a fully redundant end-to-end MPLS solution. Impressed by our integrated, managed AVPN capabilities, the customer incorporated circuits at 11 sites. The design solved the business challenge: WAN data resiliency.



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