

# ATandT

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### **Abstracts**

AT&T is the largest telecommunications operator in the world, and is the largest DSL and local access provider in the US. It reaps significant economies of scale and scope as a result. However, it is also a large company with disparate organisations and has a reputation for moving slowly and acting conservatively when launching new products. Opportunities from enterprise and government segments provide the company with new areas of growth.



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Executive summary In a nutshell Ovum view AT&T poised for greater growth through its enterprise services focus SWOT analysis Strengths Weaknesses **Opportunities** Threats External conditions Competitive environment Strategy analysis Corporate strategy Consumer wireline strategy U-verse services based on fibre rollout key to future success Bundling services to compete with cable Consumer wireless strategy Managing voice ARPU while increasing data ARPU Increase in post-paid subscriber base **3G Coverage** Strengthen business segment offerings The largest US player and one of the largest in the world Portfolio is broad and leads in a number of areas Focus on converged IP communications and managed services Focus on small and medium enterprises Focus on emerging markets Leverage opportunities in the federal and government segments Future prospects through network expansion Merger integration continues Company information Structure Financial analysis Growth and profitability Segment analysis Debt and liquidity



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