

### AT&T

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#### **Abstracts**

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AT&T is the largest telecommunications operator in the world, and is the largest DSL and local access provider in the US. As a result, it reaps significant economies of scale and scope. However, the company is faced with declining revenues in its fixed-line and directory services businesses. Going forward, AT&T will look to the enterprise and government segments to provide growth opportunities.



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Consumer wireline strategy

U-verse is the 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

Business segment strategy

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 enterprise mobility

Focus on small and medium-sized enterprises

Focus on emerging markets

Leverage opportunities in the federal and government segments

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