

AT&T Business Solutions: enterprise strategy review

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Abstracts

During 2009–10, AT&T has continued to increase its global capabilities in its major regions of operation with network services, advanced services, and support to address MNC requirements. There has been some realignment in its customer-facing organization for MNCs outside the US, but the focus remains on its key US-based MNCs and tier-1 global MNCs in the rest of the world.



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Executive summary In a nutshell Ovum view Key messages Market position Strategic objectives **Business focus** Key changes in the global organization AT&T mobilizes everything **Financial highlights** Products and services Global network Global service portfolio "One AT&T" program Converged services Unified communication & collaboration - AT&T Connect Unified communication & collaboration - telepresence AT&T in the cloud Global data centers Mobility **Global Mobility Management** Enterprise mobility group M2M program Pace of transformation Commercial performance Customer service strategy PMI-certified program managers VizGems - infrastructure network management operations support system Alliances AT&T's Cisco supplier relationship AT&T–IBM joint marketing offer Global network partners Contracts: significant customer wins Strategic evaluation Where is AT&T heading?



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