

AT&T
enterprise
hosting
services



AT&T Enterprise Hosting Services

Security, Reliability, Scalability

and **Global Reach**

For Mission Critical and Resource-Intensive
e-Business Applications





Benefits

- Flexible array of services for improved ROI
- Predictable performance for optimal end-use experience
- Proof of service through Service Level Agreements and Service Credits
- Worldwide Network of Data Centers
- Global IP, Frame Relay, ATM and Dial-up Networks
- Experienced networking professionals to help plan, build, and manage an e-business infrastructure
- Direct connection to OC192 IP backbone
- 500+M managed elements
- 6+ years Managed Services Experience
- 1.2+ Internet users daily
- Global reach over 100 countries worldwide
- Platform investment \$200M+
- Integrated tools, instrumentation, and processes

Emergence of a New Business Model

The Internet is evolving. It is as simple as that. Businesses once used the web as only a place to post and transfer information. With advances in technology and a complete convergence of businesses with the Internet, the web is now relied on as a tool to gain and retain customers and increase revenue. Sophisticated web sites are dynamic and geared toward personalization. Enhanced web-based customer service and supply chain management have become commonplace. Remote applications delivery and real-time interactivity have emerged. The evolution of the Internet holds limitless possibilities. In order to take hold of these possibilities, enterprise businesses must find a systematic way to manage a growing number of complex operations as well as a simple way to expand, supported by a flexible infrastructure with unsurpassed security, reliability, and performance.

Finding the Right Service

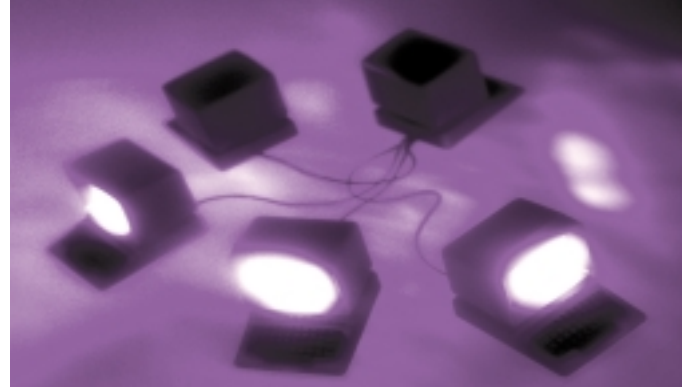
AT&T Enterprise Hosting Services is the premier choice for evolving enterprises looking for rock-solid hosting solutions. AT&T's hosting service is engineered to provide the utmost flexibility and to successfully handle the simplest to the most complex hosting requirements.

It is a fully flexible environment that provides a powerful hosting platform with superior management of network, server, security, infrastructure, and storage built in. No longer do you need to work with separate vendors to insure complete management of each individual component. AT&T brings it all together into one end-to-end service.

Building the Foundation - Making it Work for You

No two hosting business models are identical. Each has unique needs and requirements. Integrated into AT&T Enterprise Hosting Services is a hardware- and software-independent management platform that can be easily adapted to virtually any customer requirement. AT&T offers an expanded selection of Sun, Compaq, HP, IBM and VA Linux hardware and a full suite of industry leading applications from Microsoft, Oracle, iPlanet, Allaire and others, as well as the ability to manage customer-provided hardware and software. AT&T is able to secure, grow, and manage the intricate components of your hosting infrastructure including network, facility, hardware, and software. Using its management platform, AT&T Enterprise Hosting Services is able to proactively monitor all these components and take action when performance degrades, helping to ensure optimal end-user experience.

AT&T Enterprise Hosting Services is also designed for flexibility. It is engineered to allow for the "sharing" of management capabilities. If needed, you may assume control over administrative functions of the equipment or industry-recognized software, or bring in proprietary equipment or software. Or, you can ask AT&T to assume control over administrative functions of the equipment or industry-recognized software and/or proprietary equipment or software. With the blending or sharing of the management elements, AT&T provides maximum flexibility, with security and reliability, in managing your hosted e-business application. The flexibility of the service does not end there. You also receive Internet (front-end) connectivity via a burstable WAN access method to the AT&T Global IP Backbone. Connectivity is configured to meet your individual needs and is burstable, allowing you to exceed your minimum Committed Information Rate (CIR). A full suite of administrative (back-end) connectivity options is also available. AT&T Internet Data Centers are directly connected to our high-speed packet and dial networks, allowing quick and cost-effective



access to AT&T's premier Frame Relay, Private Line, ATM, and dial-up services.

Managing for Success

As the critical nature of your web environment increases, proactive management becomes more important to ensure that potential issues are resolved before they become problems. AT&T has enhanced web hosting monitoring and management capabilities. In addition to monitoring the infrastructure components of a hosted e-business application, monitoring is available for a wide range of applications: industry-recognized application software or custom-built application software. Applications are proactively monitored to ensure that they do not exceed their recommended performance and operating thresholds. AT&T can also provide security audits and load capacity testing to help ensure that your site is running at peak efficiency.

Protecting Your Investment

Your hard work, extensive planning, hosting operations, and even your entire business can be destroyed in a blink of an eye unless you take steps to protect it. AT&T Enterprise Hosting Services maintains a comprehensive security infrastructure to help prevent unwanted attacks or intrusion on the network, data center, and server infrastructure. All AT&T Internet Data



To take a virtual tour of our Internet Data Centers, visit our web site at: www.ipservices.att.com/datatour



Centers are located within hardened facilities, protected by multiple security measures including multi-layered identification protocols such as palm biometrics, electronic key cards, and photo IDs. In addition, AT&T provides a complete range of fully managed security services to protect your content servers from Denial-Of-Service (DOS) attacks and other disabling assaults. Managed Security Services include configurations from a single firewall to fully redundant, high-availability multiple firewall architectures. The security portfolio also includes managed VPN service, managed intrusion detection, token authentication, and comprehensive security scans. Global Server Load Balancing and other enhanced redundancy services are also available to help protect your investment.

Simplifying Data Management

Ever-increasing quantities of data need to be instantly and reliably available to servers and applications. When you use a storage network, you can alleviate capacity bottlenecks because it allows for dynamic reconfiguration of storage resources and the systems that access them. No company has more expertise in networking than AT&T. AT&T's Internet Data Centers contain easy-to-access, high-availability storage network solutions. AT&T has a full suite of enterprise-class storage solutions that allow your business to access its rapidly growing volumes of business-critical information, in a cost-effective manner. AT&T Managed Storage Solutions deliver best in breed reliability, availability, and security. They empower you with increased

control and optimal use of complex storage. AT&T's fully-managed storage portfolio includes Storage Area Network (SAN), Network Attached Storage (NAS), AT&T UltravailableSM Data Storage Service, and Backup & Restore Services.

Using Professional Resources

In addition to AT&T's robust, rock-solid hosting platform, infrastructure, and services, Professional Services and Resources are also available to help enhance your business model.

One of the Professional Services offered is Load Capacity Testing. During this testing, your web site is subjected to traffic that is equivalent to that of hundreds or thousands simultaneous users. AT&T Professional Services measures your web site's response to this traffic, and reviews the test results with you. Together, AT&T and you identify transaction response times and bottlenecks between network and server component of your hosted solution. This enables you to isolate and resolve performance problems as well as fine-tune your system to handle the expected load.



Load Capacity Testing is perfect for pre- or post-site deployment as an element of performance benchmarking, or in preparation for a new advertising campaign. In addition to included management services, AT&T provides enhanced management capabilities on an as-needed basis. For example, the Remote Hands On-site Technician can act as your eyes, ears, and fingers in an Internet Data Center. You can request AT&T to perform certain functions on your behalf when it is not feasible via a remote connection or one of your representatives.

Database Professional Services help deploy your e-business solution by providing the IT programming resources and expertise needed for database development. These services include design services, implementation services, and on-going database administration services.

AT&T also offers Remote Security Consulting Packages. This suite of services is designed to assist you in adhering to industry security standards and maintaining service level requirements. These packages address the needs and requirements of the Healthcare (HIPAA), Application Service Providers (ASP), Managed Service Providers (MSP), E-Commerce, and Banking/Financial Industries.

To take a virtual tour of our Internet Data Centers, visit our web site at: www.ipservices.att.com/datatour.

Reaching Peak Performance

AT&T's Internet Data Centers are optimized to provide an industry-leading web, data, and e-business applications hosting environment. Each Internet Data Center is protected from intrusion and failure by multi-layered security, failsafe redundancy, diversity measures, and rapid response recovery measures. As of June 2001, AT&T has 18 operational centers on three continents representing over 1.8 million square feet of web hosting space. Our center locations have been selected to

ensure the greatest diversity across the entire AT&T network, thus increasing their reach and performance. All AT&T Internet Data Centers are directly connected to AT&T's OC192 (10Gbps) IP, Packet and dial-up backbones, providing interoperable and boundless connectivity options. In 1999, AT&T was the first Tier 1 ISP to implement a transcontinental OC48 backbone and announce OC192 capacity on its backbone. In January 2001, AT&T became the first provider with both 1 million square feet of hosting space and a coast-to-coast OC-192 IP backbone. With AT&T's 10Gbps ultra-high speed circuits, all of last year's top 25 box-office movies could be sent from Los Angeles to New York in less than two minutes.

Bringing it all Together

Finding the right hosting components for your business is a daunting task by itself. Finding a service provider that offers the required components and has the ability to successfully bring the pieces together can be overwhelming. Legacy systems integration or multiple environment consolidation can seem like impossible tasks. AT&T can take these impossibilities and make them reality. AT&T has the right components and over 100 years of networking experience to deliver the right solution to your company, no matter how simple or complex. With AT&T, you can feel confident that you will get the hosting and management environment that is right for your business. An environment backed by one provider - AT&T.

For more information, contact your AT&T Account Representative or AT&T Alliance Channel Member. Call 1-800-288-3199 or visit our web site at www.att.com/hosting.

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