

MARKET BRIEF

Anytime, Anywhere Campus Connections

For today's college students, wireless access to information isn't an option – it's a given. Long before arriving on campus, they have had constant wireless access to voice and data communications through their cell phones and wireless notebook computers. From their first day at college, they expect the same "anywhere, anytime" wireless capabilities.

The same is true for faculty, staff, researchers and visitors. Ubiquitous broadband access is vital for them to share information with peers, check e-mail, conduct research and manage their personal and professional lives while moving within the campus environment.

Course management systems (Web sites that combine information from multiple sources) allow professors to post syllabi, reading lists, results of research projects and test scores. Staff can post online bulletins, meeting times, updates on group projects and other correspondence. Web portals can update faculty and staff on the progress of collaborative work efforts, the status of their health benefits or other information which would otherwise require costly manual distribution.

Wireless access, and the overall technological sophistication of a campus, is becoming an increasingly important recruitment tool. For anyone from a prospective student on a college tour to a faculty member being recruited from another institution, the range and quality of the campus' wireless access can help determine whether they choose to make that campus their home. Wireless Web access allows the sharing of ideas and collaboration on joint projects from a coffee shop, hallway or even from the campus quad as easily as from a classroom, research lab or office.

Being an educator also requires staying up to date in fast-changing disciplines and with the latest theories and teaching methods. Wireless access allows faculty to read academic journals, blogs and news reports from around the world wherever and whenever they have the time, without having to search for a wired Internet connection. This allows them to spend more time learning, thinking, collaborating and teaching rather than searching for a physical network connection.



Professional development is also a major, and important, requirement for educators. Broadband wireless connections allow them to view webinars, download training materials, take online courses and submit portfolios and other documents to accreditation agencies electronically. They can also collaborate with faculty and researchers whether they are on the same campus or on the other side of the world. This allows them to make the most effective use of their time, and to choose for themselves when to focus on teaching or research rather than on professional development.

Wireless broadband access is also critical for staff performing asset management functions. A facilities manager, for example, can wirelessly complete forms, open work orders or receive new work requests while at a construction site and make decisions without returning to a physical office. A purchasing manager can receive and act on an urgent request even while traveling between campus locations or while meeting with a vendor.

Since the point of wireless access is convenience and time savings, colleges and universities need wireless providers who can provide seamless, high quality service, attractive pricing and rapid support whenever it is needed.



AT&T At Work: Enhancing Student Life at Indiana University

Every fall, about 100,000 students arrive at Indiana University's eight campuses – and that means lots of anxious parents and loved ones who want to call and email their children to make sure those first days and weeks at college are going well. Faculty and staff who are on the go within and across campuses also need to be in touch to coordinate everything from course scheduling to financial aid to upkeep of the physical plant.

To help ensure affordable, reliable cellular service for its students and its approximately 15,000 faculty and staff, Indiana University relies on AT&T as a provider for cellular voice and data services. A special program allows the university to offer varying levels of discounts for students, faculty and staff, says Sue Workman, the university's associate vice president of support. Just as importantly, she says, it enhances campus life by making it easier for students, faculty and staff to stay in touch, which "fosters a sense of community" on campus.

"We've had really good success and really good uptake with the program from our student population," says Workman, "and parents appreciate the opportunity to have that discount extended to the students." The school's partnership with AT&T has also been very helpful, she says, because students can go to a local AT&T store "and get more hands on, face-to-face help" to help them resolve problems or understand which service plan is best for them.

Customized Communications

AT&T can work with colleges and universities to create customized portals to meet the group communication needs of students, faculty and staff.

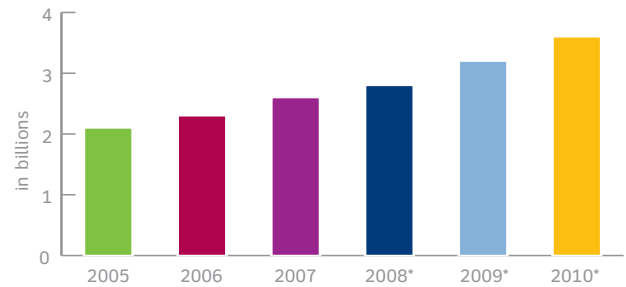
Increased Revenue, Reduced Costs

The AT&T University Advantage Program offers a wide variety of discounted service plans to colleges and universities. These allow schools to offer their students, faculty and staff the highest quality wireless services at attractive rates, while also earning revenue for the institution. AT&T offers a quarterly revenue payment annuity based on the volume of business generated by the institution, as well as a "per activation" referral payment.

AT&T CampusReach

AT&T CampusReach is a wireless "virtual private network" that provides a cost-effective alternative to land lines in defined campus areas such as administration buildings and dormitories. This reduces costs by

Higher Ed Wireless Spending, 2005-2010



*projection
Source: Compass Intelligence

providing a special low rate within the calling zone, and improves productivity by allowing calls to be placed using only two to five digits. Even if one caller moves outside the zone, calls will be billed at the special low rate as long as both callers were in the CampusReach zone when the call originated.

Network Enhancements

AT&T can also provide enhancements to the networks within buildings to ensure that everyone on campus stays connected, even in structures, including dorms, libraries or other areas which may face unique communications challenges.

Wireless WAN

AT&T offers wireless wide-area network (WAN) solutions that allow colleges and universities to provide voice and data services in areas where wired networks are unfeasible for technical or financial reasons. It allows locations such as registration kiosks, temporary offices or vehicles to connect to the campus network across AT&T Mobility's Broadband Connect network by using a cellular-enabled router and security-enhanced dedicated or Internet connection to a data center or headquarters location.

AT&T and its rich assortment of technology partners understand how different each school's needs are. Please call 1-866-429-7222 to speak with a university solutions expert today.

For more information contact your AT&T Representative or visit us at www.att.com/edu.



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