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Joe O'Bryan
Sales Center Vice President, Government Solutions
AT&T

As sales center vice president at AT&T Government Solutions, Joe O'Bryan is responsible for network sales into the Department of Homeland Security and various other agencies. Before taking his current position in 2005, O'Bryan led a Program Management Division at AT&T responsible for worldwide satellite and terrestrial communications for one of AT&T's largest government clients. Prior to joining AT&T in 2002, O'Bryan worked as director of operations for Priority Telecom, a cable based network provider in Amsterdam. He also served in the U.S. Army for eight years.



Q: What sets AT&T apart from the competition?

A: There are four distinct factors that separate AT&T from the competition in the Federal government market: our footprint, technology, solutions-based approach and cyber security capabilities.

First of all, AT&T is the incumbent wireline provider in 22 states including California, Texas, the whole Southeast, plus Alaska, places that are critical to Coast Guard operations.

Second, AT&T's wireless services are based on the worldwide GSM standard, which is the standard used in Europe as well as most of the countries in the world. Because of our GSM technology, AT&T has the nation's fastest 3G network, able to provide simultaneous voice and data.

Third, we have a division solely dedicated to the federal government known as AT&T Government Solutions, which provides customized, integrated, network-enabled IT solutions for agencies via our unmatched mobile, IP network resources and professional IT services. In addition, 85 percent of AT&T Government Solutions employees that do mission critical work for the federal government hold government-sponsored accesses and clearances.

Finally, AT&T has a full range of cyber-security capabilities that help federal agencies assess their networks, secure their data and neutralize threats. Our defense-in-depth approach to security is well-known within the government.

Q: What kinds of new technologies are coming out that might be of interest to the Coast Guard?

A: One interesting new technology is AT&T Satellite Augmented Mobility service, which turns your PDA into a satellite phone. A lot of the older satellite phones have large unwieldy form factors and are expensive and not very user-friendly.

In the second quarter, AT&T will release a windows enabled device that works up to 200 miles offshore, which could be very helpful to the Coast Guard. So, if you were using an ordinary cellular phone on a ship, as the ship pulls out from port, eventually your call is going to drop because it doesn't see a tower anymore. But with AT&T Satellite Augmented Mobility Service, you could just hit a button on the phone that will set up a satellite call and up would come the satellite call. This is coming soon and a lot of DHS folks have expressed interest in it.

AT&T is working with TerreStar to bring the device to market in the near future. TerreStar successfully launched its satellite last year. You can imagine that on the southern border this functionality will be of great benefit. We think it's going to be pretty exciting for DHS as well as the Coast Guard.

Another new technology that is popular with both commercial and federal customers is our GPS-based Fleet Management service. This service allows for real-time web based tracking of assets, such as containers or vehicles. This is of particular interest to customers in a maritime port environment with a variety of inventory to manage.

Finally, the Coast Guard can benefit from AT&T On-Demand Language Translation Service. This service provides immediate access to real-time translation services for over 170 languages via a toll-free number. A boarding team can use this service in the event they

encounter individuals that speak a language unknown to the team.

Q: How do your communications allow for interoperability and convoy support?

A: AT&T has both of these areas covered for the Coast Guard. For example, if there was a convoy going into an area where a hurricane had taken out all the towers, AT&T can deploy a small cell site on the back of a vehicle and connect it to the commercial network infrastructure via satellite link. This technology provides cellular communications between the convoy members as well as connectivity to the outside world. Lastly, but important, this technology can also provide wireless interoperability.

As a partner with DHS and the Coast Guard on the OneNet program, AT&T is responsible for providing diverse, highly reliable, high speed communications for critical Coast Guard sites. DHS awarded AT&T this program under the General Services Administration's Network contract. There are many critical sites within the Coast Guard, so we're working with them to improve reliability and availability.

This convoy support and interoperability is demonstrated quarterly at AT&T's Network Disaster Recovery exercises. These exercises help us test, evaluate, refine, and strengthen how well AT&T can facilitate recovery from a manmade or natural disaster like a hurricane. The exercises also determine how fast AT&T can restore communications service to government and enterprise customers so we can minimize network downtime. AT&T has invested more than \$500 million in our NDR program, which includes specially trained technicians, engineers and managers, and a fleet of more than 300 self-contained equipment trailers, support vehicles that have the same technical capabilities as an AT&T data-routing or voice-switching center.

Q: Any closing thoughts?

A: I would like to thank the men and women of the Coast Guard for their service to our country. As a former military officer myself, I know how hard they work and appreciate the challenges they face. I want them to know they can rely on AT&T to help them protect our country. ★