Professional Services from AT&T Mobility Solutions Services

Professional Services from AT&T Mobility Solutions Services include the technical skills necessary to:

- Define software solution requirements
- Design a software solution
- Develop and test the software application
- Perform required systems integration
- Successfully deploy the software solution
- Manage the end-to-end project cycle

**Software Solution Requirements Definition**
AT&T will gather software solution requirements, design the User Interface, develop the necessary documentation and use cases, and review the aggregated requirements with Customer.

**Software Solution Design**
AT&T will design prototype software application screens or wireframes (“Mockups”), conduct software logic design, generate the workflow, and hold software design review session(s) with Customer.

**Software Application Development and Testing**
AT&T configures mobile software clients, configures required server components, web services connector (user authentication and quick trace functions), develops native mobile applications, as applicable, and holds software development review session(s) with Customer. AT&T also performs software solution quality assurance, including regression, end-to-end testing, and user acceptance testing.

**Systems Integration**
Using software plug-ins and connectors, AT&T integrates the developed software solution with customers’ existing enterprise management solutions (e.g., CRM, ERP) for assimilation of data with backend servers. This allows data exchange and synchronization between mobile devices and the customer’s business systems. Systems Integration is essential for the implementation of any mobile application involving data that must be retrieved or stored remotely.

**Software Solution Deployment**
AT&T publishes the software application for deployment on the customer’s servers and in the field. Deployment could also include publishing the application on public application stores like those operated by Apple®, Google®, and RIM®.

**Project Management**
Professional Services from AT&T Mobility Solutions Services adhere to a project management methodology and Systems Development LifeCycle (SDLC) that is composed of five distinct phases:

- Definition
- Development
- Build
- Quality Assurance
- Release

Project management ensures that requirements are properly managed and delivered with minimal delivery risks.

**Project Resources and Roles**

**Project Manager**
Project Managers participate in all phases of the project. They initiate the project, prepare reports, and manage project staffing, deployment, and overall delivery assurance.

**Business Analyst**
Business Analysts participate in all phases of the project to document requirements, execute software testing, and develop system documentation.

**Solution Architect**
Solution Architects are responsible for the overall solution architecture; including the software application and integration design. Their role is described in the Definition and Development phases; however, they can be engaged throughout the SDLC as subsequent phases require.
Senior Software Developer
Senior Software Developers may be engaged in any of the SDLC phases, and have responsibility for additional software application design and development; including the design of the user interface for the application and any systems integration development.

Software Developer Analyst
Developer Analysts may be engaged in any of the SDLC phases, and either assist or lead software development and build activities; including software design and software application, and integration development.

Quality Assurance Analyst
Quality Assurance Analysts are engaged on overall software quality assurance tasks including test plan definition, test execution, documentation.

Application development is the building of end-user software applications to be used on mobile devices; while systems integration is the extension of backend data sources required to synchronize data between software running on a mobile device and any number of backend systems. In order to be effectively implemented and supported, these two solution components rely on detailed requirements documentation, an understanding of overall systems architecture, a well-designed and well-built application structure and user interface, a thorough test plan, and end-to-end project management.

Professional Services Fees
The following table summarizes AT&T’s Professional Services resource types, descriptions, and hourly rates:

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
<th>Hourly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Manager</td>
<td>Manages project logistics, project team, and solution delivery</td>
<td>$175</td>
</tr>
<tr>
<td>Architect</td>
<td>Solution architecture, application, and integration design</td>
<td>$175</td>
</tr>
<tr>
<td>Senior SW Developer</td>
<td>Leads software application and integration development</td>
<td>$150</td>
</tr>
<tr>
<td>SW Developer Analyst</td>
<td>Analyst for software application and integration development</td>
<td>$90</td>
</tr>
<tr>
<td>Quality Assurance Analyst</td>
<td>Software functional unit and system testing</td>
<td>$125</td>
</tr>
</tbody>
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AT&T Mobility Solutions Services is focused on providing best in class mobility experts that consult, design, develop, deploy and manage mobile applications. The AT&T advantage includes:

- **Experience** – AT&T consultants have deployed some of the largest and most complex infrastructure solutions on record. Our extensive hands-on background qualifies us to provide strategic guidance backed by years of experience.
- **Structured Methodology** – Our proven methodology is based on our extensive experience which together help ensure on-time and on-budget performance. We regularly optimize our own service specific methodologies with new intellectual capital and delivery tools and templates to provide additional customer value.
- **Trusted Advisor** – We offer independent verification, validation, and infrastructure optimization to ensure alignment with your business imperatives. AT&T consultants work as a part of your team and as an advocate for your business interests.
- **Multi-vendor Expertise** – AT&T consultants bring diverse experience and certification across leading vendor technologies and platforms. This enables us to ensure multi-vendor solution integration and seamless deployments with careful adherence to corporate security and deployment standards.
- **Thought Leadership** – AT&T consultants are recognized as Subject Matter Experts in Mobility delivering valued added solutions helping AT&T to earn industry Analyst recognition.
- **Holistic Approach** – In addition to technology considerations, we balance the people and process components as well to ensure adoption of new technologies and a smooth transition to operations. Our engagement approach factors in cross-disciplinary considerations, such as how to effectively secure and manage the client’s infrastructure.
- **Managed Services** – AT&T can offer a full solution including fulfillment, integration and seamless migration to managed services.

The scope and final pricing for any AT&T professional services engagement is addressed in a separate Statement of Work executed by AT&T and the customer.

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