AT&T BusinessDirect® Portfolio
It Helps You Work at Lightning Speed

Point. Click. Submit. Now that’s fast! And that’s what today’s businesses expect – convenience and cost-effectiveness at lightning speed. That’s why AT&T has developed the AT&T BusinessDirect Portfolio, a suite of electronic servicing tools that empower you to work productively and cost-efficiently as you manage your AT&T services and accounts.

The AT&T BusinessDirect Portal
One component of the portfolio is the award-winning, secure AT&T BusinessDirect portal, which delivers online tools for efficient, effective, convenient eServicing capabilities, 24/7. Specifically, the powerful, productivity-enhancing online tools enable customers like you to reroute network traffic in real time, test circuits, report service problems and track them through resolution, place orders and check their status, pay bills electronically, and perform other customer service-related tasks online. AT&T BusinessDirect also includes numerous robust performance-reporting tools that allow you to monitor your networks and your AT&T Managed Services, such as web site hosting, in real time.

Key Tools on the Portal
AT&T BusinessDirect Map
AT&T BusinessDirect Map is a first-in-the-industry online tool that shows your network on a map and provides intuitive point-and-click network-management capabilities across AT&T services. It delivers convenient hands-on network monitoring and management, inventory management, and trouble reporting – all within a single tool. It even provides the status of network alarms, trouble tickets, and service orders proactively!

AT&T Network Management Tools
AT&T network management tools provide hands-on network-management capabilities for specific AT&T services. For example, one tool empowers you to redirect toll-free traffic any time of the day or night – and see your changes take effect in minutes.

AT&T eMaintenance
Another key tool, AT&T eMaintenance, enables you to report service troubles and follow the progress of trouble resolution quickly and easily on the web. AT&T eMaintenance is designed to find your problem quickly, inconvenience you as little as possible, and most importantly, minimize your down time. Whenever you do report a trouble, automated testing begins within seconds to determine whether the problem lies with the local exchange carrier (LEC), the AT&T network, or the equipment at your location. If the trouble is found to be with the local access, the LEC is notified electronically if the LEC is bonded with AT&T, as most are.

Benefits
- Manage your AT&T services conveniently and securely, 24x7
- Save time by minimizing the need to place phone calls and waiting for callbacks
- Improve productivity by increasing automation and minimizing manual data entry
- Improve the accuracy of transactions by reducing or eliminating data entry errors
- Reduce costs by increasing productivity and redirecting headcount
- Gain a competitive advantage by offering superior service to your customers

Features
- Make informed, cost-saving decisions with critical AT&T network performance data
- Optimize network efficiency
- Remoute toll-free calls and bring voice trunks in and out of service
- Resolve service problems more quickly
- Employ disaster recovery plans in minutes
- Accelerate order fulfillment through more accurate ordering transactions
- Minimize billing discrepancies by improving the accuracy of your transactions
- Use AT&T BusinessDirections™ to chat online with an AT&T BusinessDirect rep

"AT&T establishes the industry standard for online customer service and support with AT&T BusinessDirect. The level of feature support and integration, as well as AT&T’s use of e-bonding tools, sets them apart from the rest."

Business E-Portals Expand Capabilities,
Yankee Group, January 2005
AT&T eOrder
The AT&T eOrder tool is an efficient online tool that enables you to place service orders for both voice and data services quickly and accurately, track the status of those orders online, and expedite not only the ordering process but also order fulfillment itself – across various AT&T services.\(^2\) Typical time savings you can expect when using AT&T eOrder include:

- Orders for switched voice services completed in two business days rather than seven.
- Orders to add a virtual on-net location (VON) completed in several hours rather than four business days.
- Orders to add a new PVC on existing access for data service completed in less than one business day (usually one hour) rather than two business days.

AT&T eBill
The AT&T eBill tool is a sleek online tool that gives you the ability to view your AT&T invoice details, analyze your billing data with standard or custom reports, make inquiries and request billing adjustments, see your payment history, and pay your bills online – for multiple AT&T services.\(^1\)

Tools for AT&T Managed Services
Many business customers enter into an arrangement with AT&T by which AT&T manages their networks, hosts their web sites, or manages other complex telecom solutions under an AT&T Managed Services contract. The most important tools for these customers are those that allow them to monitor AT&T’s performance, a critical capability for a customer whose web site is being hosted by AT&T, for example.

“AT&T showed GEICO how to handle several thousand additional calls per month without adding staff. Service levels have increased and abandoned calls have decreased. More calls have gotten answered; therefore, more sales have been made.”

Jess Reed, GEICO CIO

Winner, 2005 CIO Enterprise Value Award for Best in High-Tech, Telecom, and Utilities
“In today’s challenging business environment, it is more important than ever for IT to show a clear and direct contribution to business results. The winners of the 2005 CIO Enterprise Value Awards prove that IT can contribute in a number of different ways to an organization’s success, including, but not limited to, having a demonstrable impact on the bottom line.”

Abbie Lundberg, Editor-in-Chief, CIO Magazine

Winner, TMC Labs 2004 Innovation Award, Customer Interaction Solutions Magazine
“AT&T is setting new standards for network management, customer service and support applications with AT&T BusinessDirect.”

Rich Tehrani, TMC President

Winner, 2004 ITSMA Marketing Excellence Award for Improving the Customer Experience
“Customer support and service are central to sales and business success. We recognize AT&T for improving the customer experience by empowering users with the support, features and functionality that they need to manage their networks, cut costs and save time.”

Dave Munn, President and CEO of ITSMA

Tools for AT&T BusinessDirect Portfolio

“AT&T BusinessDirect is one of the most-advanced customer network management platforms among the network service providers.”

Gartner, Inc.

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

\(^1\)Not all capabilities are available for all services. See att.com/businessdirect for more information. Your initial order for service cannot be placed online. To place an initial order for service, please contact your AT&T Representative.

\(^2\)The list of services supported by this tool is growing so that it becomes even more valuable to you over time.

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