A channel executive’s guide to mobility

The next wave of channel growth. Powered by AT&T.
50 billion

“things” will be connected to the Internet by 2020.¹

By 2025, 80% of all Internet connections will be made through a mobile device.²

¹ Internet of Things in Logistics, DHL Trend Research | Cisco Consulting Services, 2015
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>4</td>
</tr>
<tr>
<td>Executive Letter from Brooks McCorcle</td>
<td>7</td>
</tr>
<tr>
<td>Mobile Landscape</td>
<td>8</td>
</tr>
<tr>
<td>Top Trend: Internet of Things</td>
<td>9</td>
</tr>
<tr>
<td>Developing a Mobility Strategy</td>
<td>10</td>
</tr>
<tr>
<td>Building Blocks</td>
<td>11</td>
</tr>
<tr>
<td>Creating a Mobility Offering</td>
<td>18</td>
</tr>
<tr>
<td>Value-Added Services</td>
<td>20</td>
</tr>
<tr>
<td>Why AT&amp;T</td>
<td>22</td>
</tr>
<tr>
<td>Program Advantage</td>
<td>24</td>
</tr>
<tr>
<td>Tools &amp; Resources</td>
<td>26</td>
</tr>
<tr>
<td>Contact us</td>
<td>30</td>
</tr>
<tr>
<td>Sources</td>
<td>31</td>
</tr>
</tbody>
</table>
Preface

At AT&T Partner Exchange, we collaborate with hundreds of visionary solution providers who are driving the next wave of growth in the channel. By enabling solution providers to resell our portfolio of wired and wireless services, we are opening new doors for them and their business customers.

This guide focuses on opportunities in wireless. It describes current and future mobile trends, highlights solution providers successfully incorporating mobility into their portfolio and helps channel leaders think through how to develop their own go-to-market mobility strategy, powered by AT&T.
No matter where you are with mobility, the potential to grow is endless.

— Brooks McCorcle, president, AT&T Partner Solutions
Business Leader,

The market is undeniably moving faster than ever. Driven by customer demand and enabled by innovative technology, the accelerating pace at which businesses are operating is exhilarating. At the heart of this is mobility.

Wireless connectivity is delivering cost efficiencies and productivity increases while enabling enhanced customer experiences and insights. With the rapid expansion of the Internet of Things (IoT) and 5G on the horizon, the competitive advantages of mobility will only flourish more.

While mobility is changing how business gets done, it is not without its challenges. Strategic solution providers can play a vital role enabling businesses that need the speed and agility of integrated solutions for their operations. Use this time of technological change to your advantage—have an open conversation with your customers. Seek out businesses that want to transform and help them capitalize on short-term opportunities while preparing them for the future.

No matter where you are with mobility, the potential to grow is endless. We created this guide to:

- Explore current and future trends
- Give you first-hand knowledge of how other solution providers are driving success with wireless
- Help you prepare your strategy

As the first vendor program to offer a true mobile resell opportunity, AT&T Partner Exchange has the expertise and technology to help boost your success.

Please connect with us at att.com/partnerexchange.

Sincerely,

Brooks McCorcle
President – AT&T Partner Solutions
AT&T Services, Inc.
The mobile landscape is evolving at a rapid pace with no signs of slowing. Research points to continued growth in business subscribers, application usage, connected devices and mobile data traffic. Business leaders are fueling this growth, embracing mobile technology as a way to improve the bottom line. They’re using it to streamline processes, engage customers, track assets, stay connected and much more. As mobility becomes integrated into everyday business operations, traditional IT departments are challenged to track and manage their growing number of mobile connections.

These dynamics create an opportunity solution providers can seize to help customers develop, implement and manage a mobility strategy. The opportunity extends beyond corporate IT departments to non-IT line of business decision makers as well, opening up entirely new conversations with informed technology buyers.

- Employees spend more time on smartphones for professional purposes (47%) than on PCs (39%).
- It’s projected that by 2019, nearly half of all subscribers in the United States will be mobile business users.
- Approximately two-thirds of North American companies have six or more software applications deployed on their employees’ mobile devices and 79% plan on adding another application this year.
- The Internet of Things (IoT) is expected to grow explosively over the next few years. 85% of businesses are already considering, exploring or implementing an IoT strategy. By 2025, the expected economic value created by IoT could be worth as much as $11.1 trillion.

The Internet of Things (IoT) continues to drive great potential for business growth. While most channel executives are still on the fence as to whether the IoT opportunity is as real as the hype, industry analysts continue to reinforce that IoT isn’t going away any time soon. In order to harness the potential IoT creates in the market, solution providers must first understand how customers might use IoT to address business needs.

Several industries are already embracing machine-to-machine (M2M) solutions to obtain business insights, improve operational efficiency, monitor important assets, proactively respond to changing conditions and provide better customer service:

- **Utility** companies can electronically transmit data from power meters to their billing systems, eliminating the cost and time of on-site readings. Additionally, the monitoring of electricity grids for capacity and outage conditions help isolate and repair disruptions.

- **Shipping** or other service companies can track vehicle locations and assets to plan optimal service routes and monitor pick-ups and deliveries.

- **Healthcare** providers can remotely monitor patients’ conditions after medical procedures to speed up recovery times in the comfort of their own homes.

- **Construction** companies can audit the status of remote assets like construction equipment or pipelines.

---

**Top Trend:**

The Internet of Things

---

**AT&T Control Center**

AT&T Control Center, powered by Jasper, is a sophisticated, cloud-based IoT platform that enables solution providers to activate, manage and rapidly scale their customers’ connected devices. It gives solution providers visibility into the activity of their customers’ devices on the wireless network, allowing them to analyze and dynamically manage customers’ mobile data usage.

---

85% of businesses are already considering, exploring or implementing an IoT strategy. 6
“Today’s businesses rely on mobile technology more than ever. For many, it’s at the foundation of operational processes, employee collaboration and customer interactions. Enterprising solution providers are already capitalizing on this trend by incorporating mobility into their portfolio. In fact, in AT&T Partner Exchange, those that are selling both wireline and wireless solutions are growing four times faster than those only selling wireline.”

—Sue Galvanek, vice president of marketing, pricing and product solutions, AT&T Partner Exchange
Before developing a go-to-market strategy, it is important to understand the foundational components of a mobility solution.

**Connectivity**
At the core of an end-to-end solution should be a highly secure, reliable wireless network.

**Devices**
Mobile computing devices connect users or assets to nearly anything from almost anywhere.

**Applications**
Software applications that are mobile-enabled or loaded to the device can create business value.

**Security**
All connected devices need to be managed, secured and protected.
Building Blocks

Connectivity

Wireless connectivity has and will continue to change the way businesses work. Global mobile data traffic is predicted to reach 30.6 exabytes each month by 2020.\(^8\) It’s creating a world of new realities, but the rapid expansion of mobile data usage and connected devices brings security and reliability to the forefront. For business leaders, the need to have a reliable, highly secure network at the core of their mobile solutions will become even more important.

Opportunity

Reliable network connectivity for business solutions is vital for most companies. Solution providers can help ensure customers have a business continuity plan in place by offering wireless back-up to wireline network solutions. This can help companies maintain critical operations during unplanned wireline network downtime.

> “Adding mobile solutions to our portfolio has helped us stay ahead of customer demands by offering comprehensive wireline and wireless solutions. Businesses have clearly gone mobile, and if mobility isn’t a part of your offering, you’re losing out on a huge opportunity.”

—Mike Champion, executive vice president, Creative Technology Partners

Fast Facts

- From 2007 to 2015, data traffic on AT&T’s wireless network grew more than 150,000\(^\%\).\(^9\)
- AT&T has unveiled its 5G roadmap to bring customers the next-generation of super-fast, flexible wireless connectivity anticipated to deliver speeds 10–100 times faster than today’s average 4G LTE connections.\(^10\)
Opportunity

Solution providers can become experts in mobile device capabilities and help customers understand how different devices can automate and improve processes. This can lead to additional opportunities in device sourcing, orchestration of device deployments and lifecycle management.

Mobilized FSM Mobile Devices Utilized – 2015

<table>
<thead>
<tr>
<th>Device Type</th>
<th>% of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>66%</td>
</tr>
<tr>
<td>Tablet</td>
<td>55%</td>
</tr>
<tr>
<td>Ruggedized Device</td>
<td>26%</td>
</tr>
<tr>
<td>Basic Feature Phone</td>
<td>20%</td>
</tr>
</tbody>
</table>

11 The Future of Enterprise Communications in the Workplace in North America, Frost & Sullivan, February 2015
Applications

Building Blocks

As businesses look for ways to streamline operations and improve customer experiences, applications can play a critical role by providing employees and customers real-time access to information, processes and collaboration tools. Implementations can range from general business communication—email, messaging and video chat—to more specialized uses such as real-time delivery tracking, push-to-talk, web forms, point-of-sale tools, device monitoring and more.

Opportunity

The proliferation of mobile applications has left many business leaders overwhelmed by the sheer volume of options. Solution providers can help filter through this clutter and make strategic recommendations on which applications are best suited for a customer’s needs. Solution providers can also dive into application development themselves, identifying specific niches and building custom applications to offer their customers.
Protecting information and assets becomes increasingly important as the number of connected devices grows. Mobile security starts at the device layer. It then extends through the connectivity and data and application layers with a necessity for overarching threat management. Taking an integrated approach to mobile security can help solution providers reduce customers’ risks and maximize the benefits of using new types of connected devices.

Opportunity

With the vast majority of business customers feeling unsure about the security of their connected devices, solution providers can provide guidance and services to mitigate risk. For example, a solution provider may be best positioned to perform a risk assessment, and based on findings, make recommendations for providing on-going management and monitoring solutions.

10% of organizations are fully confident that their connected devices are secure.12
Solution providers can offer end-to-end mobility solutions, bundles that include wired and wireless services or choose to focus in on a particular vertical.

Internet of Things

A large courier company that transports medical supplies from distributors to pharmacies was looking for a mobility solution to capture real-time proof of delivery.

To meet the customer’s needs, a solution provider created an integrated service offering by packaging ruggedized devices, a proprietary software application and connectivity via AT&T Control Center. To round out the service offering, they stacked on managed mobility services, including lifecycle management and helpdesk support.

By tracking deliveries with real-time proof of delivery, the courier company can quickly address and correct issues as they arise to improve productivity and customer satisfaction.

Wireless Backup

A large national retail chain needed to increase its bandwidth and security to support its overall in-store and online growth.

The retail chain turned to its current solution provider, MetTel, to deploy and seamlessly integrate a large-scale, highly secure network solution with mobility backup without interrupting the retail customer’s day-to-day operations.

The customer experienced increased sales, decreased network interruptions and higher customer satisfaction after implementation.

“By integrating mobility and wireline into our service offering, we now have a more diversified portfolio with access to the strategic services our customers need to push their businesses into the future.”

—Max Silber, vice president of mobility, MetTel
Stevens Transport, a family-owned asset based trucking company that trains an average of 400 truck drivers every day, has graduated thousands of students from its Stevens Driving Academy. Wanting to replace outdated pencil and paper training methods and increase driver retention, they decided to implement an online training academy. Using mobile training applications and installing mobile hotspots with wireless data connectivity in their trucks, they were able to deliver an improved training experience. They chose DataXoom as their mobile data provider because it offered the best overall wireless value and experience.

The solution allows student drivers to bring their own mobile devices, including tablets and laptops, to connect to the DataXoom hotspot in each truck. Today, drivers in the training program can study lessons, take quizzes and even enjoy music and videos during their days-long training exercises.

Connectivity can also be extended to the in-cab computers that are used for electronic driving logs, navigation and accessing company-sanctioned web sites. Where there isn’t access to a hotspot, the in-cab computers can also wirelessly connect to WiFi networks in Stevens Transport’s yards, and at approved truck stops throughout the country.

“We have always led our industry in technology, and our online training program is an example of that. When we implemented a new program like this, we wanted to do everything possible to ensure it would be a success. We didn’t want to get bogged down in implementation and management complexities. DataXoom helped us execute a flawless implementation of the program, and has made wireless connectivity simple for us. The service is also extremely flexible—we are able to turn on and off hotspots at a moment’s notice.”

—Robert Solimani, director of regional operations, Stevens Transport
Once a solution provider has determined how they want to include mobility in their solution set, the next step is to understand important factors impacting offer design.

“Solution providers have the flexibility to choose from several device and rate plan options in AT&T Partner Exchange. They can order devices directly from us, or adopt a bring-your-own-device strategy. We also have shared, pooled or individual plans. This enables them to create customized mobile solutions to meet their customers’ needs.”

—Jack Laskowitz, director of mobility product management, AT&T Partner Exchange
Marketplace trends show a shift away from two-year device subsidies to installment or no-commitment pricing, giving business customers more flexibility to choose their payment terms and upgrade options.

There can be benefits to both subsidized and unsubsidized device plans. Customers may be willing to commit to a two-year term in exchange for deferred or reduced device costs. Other customers may value more control over device upgrades and the flexibility of no-term commitments. Solution providers will need to assess their customers’ needs when determining their device pricing strategy and financial impact to their own bottom line.

Rate plans outline the customer’s mobile services and costs, often purchased as shared, pooled or individual plans. Solution providers can determine which plans best fit their business and customers’ needs. As data usage continues to grow, anticipating a customer’s data usage can be an important factor when making this decision.

### Device Pricing

**Subsidized**
Device costs are subsidized in part or in full by the solution provider. Typically includes a small upfront cost to the customer, a two-year contractual commitment and restrictions on when device upgrades can occur.

**Unsubsidized**
Device costs are fully passed through to the customer either upfront or in installment plans. Typically does not include a contractual agreement.

### Rate Plan Examples

**Shared**
Data allotment is fixed and shared among all users

**Pooled**
Each device brings its own data to the pool

**Individual**
Separate individual plans for voice, data and text
Value-Added Services
Solutions that Matter

Offering a differentiated, value-added solution is frequently the key to success for solution providers in the mobile marketplace. In addition to offering device and rate plan solutions, there are a variety of ways solutions providers can help increase value for customers and drive incremental margin for themselves. Several opportunities are outlined in this guide, and solution providers should think creatively about additional ways to layer on value-added services.

Opportunity

Solution providers can create value in a variety of ways:

**Consulting**
Help customers understand mobility best practices, design mobility solutions and provide policy creation.

**Management**
Provide full management of customers’ devices by offering staging and kitting, deployment, advanced warranty and exchange and device buyback services.

**Mobile Device Management**
Secure company data and monitor, manage and secure customers’ mobile devices.

**Business Continuity**
Design disaster recovery solutions including network failover and redundancy.

**Expense Management**
Maximize customers’ telecom spend and share best practices for managing expenses.

**Mobile App Development**
Create and deploy new mobile applications across various mobile operating systems and devices.

**Tier 1 Helpdesk**
Manage devices and provide customer care for mobile workforces.

**SIM Management**
Monitor and manage mobile devices and remote assets at scale.
Selecting the right wireless network to deliver business solutions matters.

AT&T has been improving the way people communicate for 139 years. Today, over 99% of Americans are covered by the AT&T network, and 310 million people can access AT&T’s 4G LTE network. Over the last 5 years—from 2011 to 2015—AT&T has invested more in the U.S. than any other public company. AT&T recently announced it is planning a nearly $10 billion dollar investment to deliver integrated offerings globally in 2016. The AT&T network is reliable, highly secure and fast, allowing solution providers to confidently position it to their customers.
AT&T Partner Exchange is a first-of-its-kind reseller program founded in 2013 on the principles of collaboration, innovation, agility and openness. In 2014, AT&T Partner Exchange extended its service offerings to include mobility, and the program more than doubled the number of its solution providers selling mobile services in 2015. Since its launch, over 400 solution providers have joined the program, and its focus on collaboration, working fast and innovating have been noted by solution providers and industry insiders alike. With over 50 awards and counting, it’s one of the most awarded channel programs of its kind.

AT&T Partner Exchange places a heavy emphasis on equipping program members with tools and resources to help them succeed. This includes the launch of two channel firsts—Investment Development Funds and a wireless Employee Sponsorship Program.
Tools & Resources
Industry-leading Technology

Solution providers can move at the speed of their customers’ businesses with technology designed to keep them connected.

Responsive Resources
Automated tools and self-service resources to allow greater flexibility: 24x7 website for quoting and ordering, order status and an online community.

Ecosystem of Innovation
Third-party providers of value-added services including Billing as a Service, Network Operations Center and Marketing.

Enabling Speed and Growth

Programs to help solution providers win more business and deliver bundled offers.

Training and Certification
Designed to help solution providers deepen product knowledge and more effectively position AT&T services to their customers.

Enablement Playbook
A step-by-step guide that outlines key considerations for a reseller’s path to mobility sales success in AT&T Partner Exchange.

Marketing Automation
Automated co-marketing campaigns and assets that help expand solution providers’ reach in the market.

Marketing Consultants
Marketing support that can assist solution providers in building meaningful campaigns to help grow their business.
Impactful programs designed to help solution providers transform their business and deliver value to their customers.

**Investment Development Funds**
Choose from a variety of co-funded resources to help enhance operational readiness—from staff augmentation, operations and sales consulting, to systems investments and API development.*

**Market Development Funds**
Targeted marketing funds to help generate demand for co-branded solutions and aid in funnel growth.

**Employee Sponsorship Program**
Deliver extra value for business customers by extending discounts on AT&T wireless services to customers’ employees and families.

* Products and services are offered strictly by third-party providers, and any purchase of products or services is between the relevant Solution Provider and such providers. AT&T assumes no liability for services or products offered or sold by, or purchased from, such providers.
Investment Development Funds
CTS wanted to maximize their potential as a solution provider in the AT&T Partner Exchange program. They used Investment Development Funds to work with an industry thought leader to co-develop an operations and sales strategy that utilizes current company capabilities, resources and expertise. The resulting plan was designed to scale sales efforts, processes and internal systems to meet expected demand.

“We are excited about expanding our portfolio by offering AT&T products and services to our growing customer base. Our team is strategically positioned to diversify our solution set and establish recurring revenue streams by offering mobile solutions.”

—Pam Faver, owner, CTS

Market Development Funds
Due to less than ideal external market conditions, an energy company was looking to improve their mobility efficiency and cut cost.

AT&T Partner Exchange solution provider, UpNetworx, performed a wireless audit of their inventory to assess where overspending might be occurring. UpNetworx then utilized AT&T Market Development Funds to purchase demo devices, including two smartphones and a tablet. These devices enabled the company to preview cutting-edge mobile technology to determine which devices best fit their immediate needs.

By seeing the devices in action, the customer was able to confidently allocate appropriate mobile technologies for their needs, and trusted UpNetworx to be their source throughout the mobility lifecycle.

Employee Sponsorship Program
“Alliant Technologies used the AT&T Employee Sponsorship Program to demonstrate the value-added benefits of being a customer of Alliant, powered by AT&T. This program helps drive a connection with our AT&T Partner Exchange clients. It reinforces their decision and increases the likelihood they will stay and grow with us. Additionally, we are informing prospective clients about the program as an incremental reason to do business with us.”

—Phil Towle, senior vice president of sales, Alliant Technologies
Contact Us

For more information on AT&T Partner Exchange, visit att.com/partnerexchange.
Sources

1. Internet of Things in Logistics, DHL Trend Research | Cisco Consulting Services, 2015
   http://www.dhl.com/content/dam/Local_Images/g0/New_aboutus/innovation/DHL_Trend_Report_Internet_of_things.pdf
   Sourced from AT&T Mobility Strategy deck—Laurent Therivel
   http://about.att.com/story/unveils_5g_roadmap_including_trials.html
10. Ibid
13. AT&T to Invest Nearly $10 Billion to Drive Agility for Businesses Worldwide, AT&T, February 2016
    http://about.att.com/story/att_to_invest_nearly_10_billion_to_drive_agility_for_businesses_worldwide.html
When we embrace the rapid speed of change and begin to think about the possibilities enabled by this new landscape, something beautiful happens. We have the ability to influence what’s next. And it’s because of this power to dream up new uses and applications that makes you realize that mobile opportunities are really just getting started. I invite and encourage you to design not only your future but the future of the companies you support—we’ll be here to help when you’re ready.

—Brooks McCorcle, president, AT&T Partner Solutions