



# Product Brief

## AT&T Switched Ethernet Service<sup>SM</sup>

Connecting your business across the metropolitan area network

Your business is changing and whether it is expanding or consolidating, it requires the capabilities to run today's demanding applications like streaming data, email and video content. You want a service that is fast, versatile and will carry your mission-critical data wherever and whenever it is needed. Finding the right solution that fits your need and your budget is critical and many businesses find [AT&T Ethernet](#) will deliver the performance they need at an affordable price.

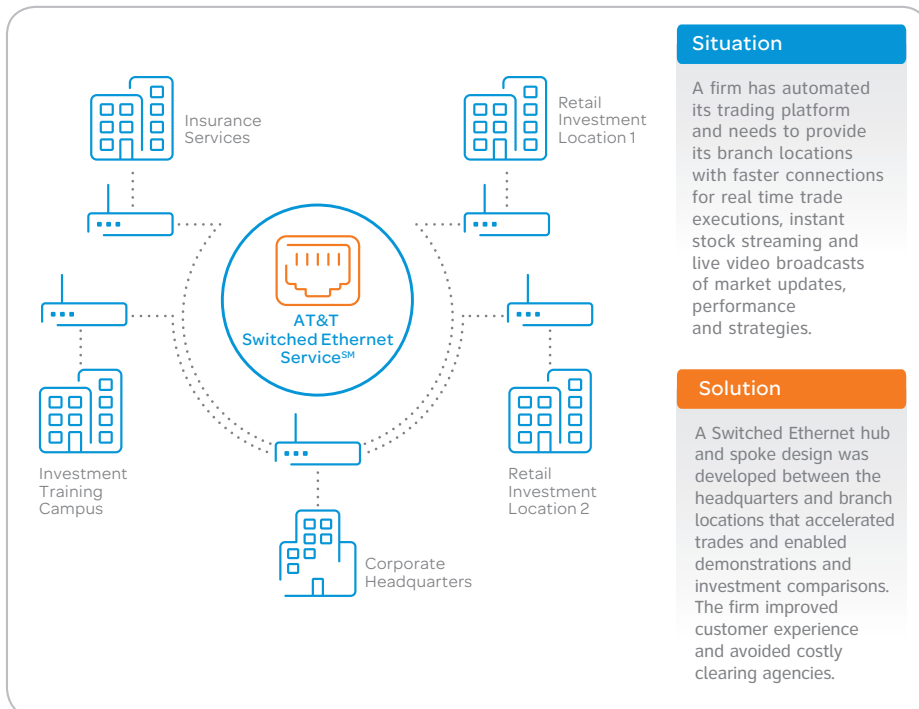
### What is Ethernet?

Ethernet is the predominant computer networking technology on LAN's (Local Area Network) today. It's familiar, easy to use and very compatible with the computers, desktops and other equipment in your office. Most network routers are Ethernet ready. So it's as simple as "Plug and Play" to connect multiple locations together as if they were one LAN.

### Potential Benefits

- Scalable to fit the size of your business
- Simplified network architecture that lets you run multiple applications on a single network
- Cost-effective so you get more from your investment dollars
- Network flexibility to meet your changing business requirements
- High performance to deliver traffic in milliseconds
- Reliability to help ensure continuity in your business

### Switched Ethernet – Hub and Spoke Design



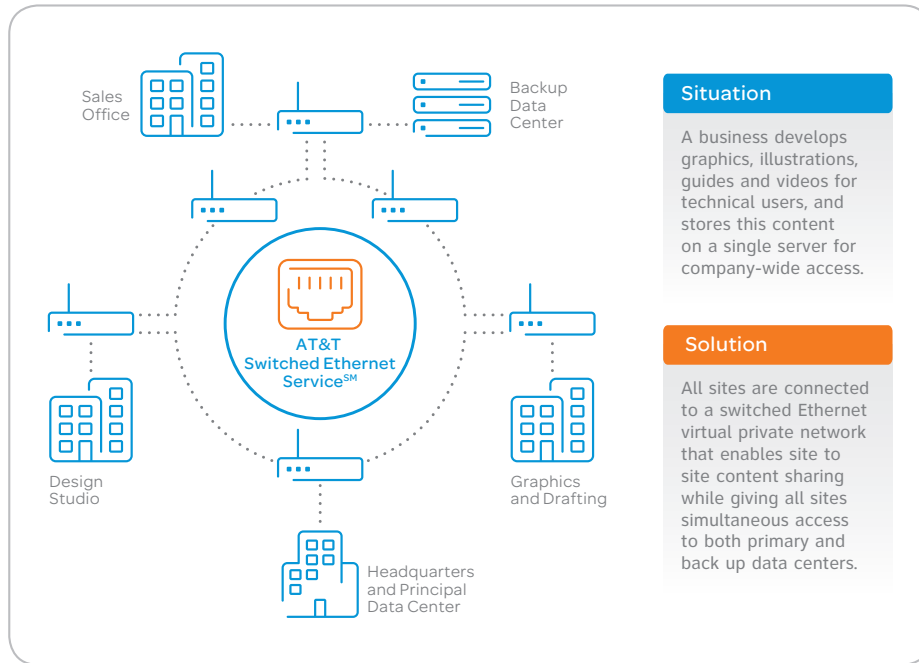
### Features

- Supports application performance with transport speeds from 2 Mbps to 10 Gbps
- Expands your capabilities with Point to Point, Point to Multipoint, or Multipoint configurations
- Virtual LAN connections allow you to set different destinations and priority for each application or department
- Connect all locations together in a single virtual LAN, or enable virtual private lines from remote locations to your head office data center

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## Switched Ethernet – Multipoint Design



### Take the First Step with Switched Ethernet

You already have the first piece of network in place with your Ethernet based LAN. Now you can take the next step toward the future. Connecting your sites together with AT&T Switched Ethernet Service will help ensure the delivery of important voice, data, and video applications to your large and small offices around the metro area. Information networks and transactions are the lifeblood of today's business and AT&T Switched Ethernet Service will open the doors to new possibilities as your business grows and changes. Plus, you'll get stringent service level agreements that will help support your critical applications.

AT&T Switched Ethernet Service uses fiber optic or copper technology to connect each of your offices to our highly secure and protected core Ethernet network. Your network is managed closely to help ensure peak performance for your most vital and delay-sensitive applications. That means important traffic is prioritized and will cross the network in milliseconds. Speed, performance and security are backed by service level agreements designed to provide the stability and continuity your business demands.

### Taking You Beyond the Metro Network

We have enhanced AT&T Switched Ethernet Service to connect your locations\* in the same state or in different states.

For example, if you have sites in Dallas and Atlanta, you now will be able to connect them together with an Ethernet Virtual Connection (EVC) without having to purchase a separate service.

### It's the Right Choice for Your Business

AT&T Switched Ethernet Service offers simplicity, scalability, flexibility and affordability. One network design does not fit all, so flexible configurations such as site to site, headquarter to branch offices or fully meshed, enable the network to fit your business. The way your business runs applications and interacts is the way AT&T Switched Ethernet Service can be configured. Build on your existing architecture, use it for back-up or simply use it for a new, more reliable way to communicate.

Maximize your network budget by purchasing the bandwidth needed today while knowing the service can easily be upgraded to higher speeds, from megabits to gigabits. Size each connection based on the content or applications that are in use, knowing you can always modify the speed or performance when necessary.

What you need today may not be what you need tomorrow and you've just found a cost effective solution that will grow with your business.

### For More Information

To learn more about what AT&T Switched Ethernet Service can do for you, contact your AT&T Representative, or visit us on the web at [www.att.com](http://www.att.com).

For more information contact an AT&T Representative or visit [www.att.com/metro-ethernet](http://www.att.com/metro-ethernet).

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\*AT&T Switched Ethernet Service is available (where facilities permit) in the service areas of the AT&T local telephone companies in the following states: California, Nevada, Kansas, Oklahoma, Arkansas, Texas, Missouri, Wisconsin, Illinois, Indiana, Michigan, Ohio, Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. Not all locations or configurations of AT&T Switched Ethernet Service ports can currently support the creation of interLATA EVCs, so this capability may not be available in all areas or for all ports

