

# Product Brief

## AT&T Voice DNA<sup>®</sup>

### A network-hosted VoIP solution

#### AT&T Voice DNA<sup>®</sup>: A Complete IP Communications Solution For Your Business

AT&T Voice DNA<sup>®</sup> is a cutting-edge, fully hosted, network-based Voice over Internet Protocol (VoIP) service that delivers enhanced communication tools over AT&T's industry leading global IP network. It includes advanced features, unlimited calling, and a full suite of management services and tools that help you provide the best overall service to your customers, employees and partners.

#### Benefits Across Your Business

- Enhance business productivity with advanced features including VIP routing, conferencing, click to call and remote worker/mobility support.
- Centralize control of communications across your entire organization including branch and home office sites, allowing you to easily add sites, users and features.

- Improve your Return on Investment through capital expense avoidance for PBXs and key systems, and a potential reduction in costs associated with moves, adds, changes and deletes (MACDs).

#### Calling Plans to Meet Your Communications Needs

AT&T Voice DNA<sup>®</sup> supports inbound and outbound calling on your data network. It provides unlimited on-net, unlimited local and unlimited long-distance calling plus competitive international rates for all your U.S. sites. With AT&T you gain the efficiency and economic benefits of network convergence for your organization.

#### Convenience and Control for Administrators and Employees

The administrator web portal is intuitive and user friendly, providing centralized administration across your organization for MACDs, reporting and management capabilities.

The personal web portal lets your employees manage their calls and features through a user-friendly online interface. Once logged in, they can check call logs, listen to voice mail messages and manage call settings with the click of a mouse.

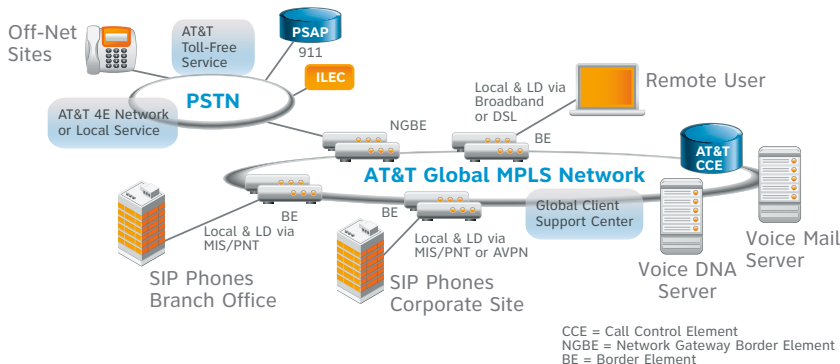
#### Potential Benefits

- Mobile employees can be more responsive by listening to voicemail from the web
- Remote users can even utilize the full benefit of AT&T Voice DNA<sup>®</sup>
- Management enhances productivity with Find Me/Follow Me
- End users can reach out instantly without having to make a conference call reservation

#### Organizational Benefits

- Utilize Find Me/Follow Me so customers call just one number to reach employees
- Unite locations with a simple to manage, voice/data network
- Adjust to your evolving needs by using a scalable service
- Aid in security/disaster planning with our hosted solution
- Enable just one carrier to meet your local, long distance and data services needs
- Decrease administrator MACD's, end-users handle minimal configuration
- Reduce operating expenses thru decreased administrator moves, adds and changes

#### AT&T Voice DNA Diagram



### Feature Packages to Enhance Your Employees' Communications

#### STANDARD PACKAGE (No Personal Web Site)

- Account Codes (Mandatory/Optional)
- Anonymous Call rejection
- Authentication
- Automatic Callback on Busy
- AVPN Nomadic Device Flag
- Barge-In Exempt (exempt from DPU-BI attempts)
- Call Forward – always – audible indicator
- Call Forward – Busy
- Call Forward – No Answer
- Call Forwarding Not Reachable
- Call Logs (portal)
- Call Park

- Call Reporting
- Call Transfer
- Call Waiting – enable/disable
- Call Waiting Tone – enable/disable
- Caller ID Block – Always
- Caller ID Block – Per Call (always on)
- Codec Priority Setting
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- Diversion Inhibitor
- Enhanced Call Logs (viewable by Admin only)
- Extension Only Users 3-7 digits

- External Transfer
- Last Number Redial
- Last Call Return
- Location Dialing Prefix (Per Site)
- Location Level Caller-ID
- Music on Hold (on/off)
- N-way Calling (Phone – max 3 legs)
- Privacy (Mask number in VDNA Directory)
- Schedules
- Three-way Calling
- 911 Move Detection

#### ENHANCED PACKAGE (Includes Personal Web Site) – Standard Package plus

##### Personal Web Site Features:

- Bridged Line Appearance with Multiple Call Arrangement
- Call Forking (multiple devices per user)
- Call Notification
- Click to Call

##### Phone Features:

- Intercom Calling

##### Common Capabilities:

- Billing (Account) Codes – Mandatory
- Billing (Account) Codes – Optional

- Dial Restrictions – General/Custom
- Directed Call Pickup
- Directed Call Pickup with Barge-In
- End User Portal
- Intercom

- Multi-Line Appearance (MLA)
- Sequential Ring (With Enhancements)
- Simultaneous Ring (With Enhancements)
- Three-way Calling – (Portal/Phone)
- Voicemail – MWI

- Groups Operator
- Hunt Groups

- Hunt Groups, Member Number Hunting

#### PREMIUM PACKAGE (Includes Personal Web Site) – Enhanced Package plus

- N-way Calling (End user Portal – Max 15 legs)
- Priority Alert (e.g. Distinctive Ring)

- Virtual Office User
- Voicemail Access Limitation

- Voicemail – Block Message file access (Portal/Email)
- Voicemail Logs Via Portal

#### OPTIONAL FEATURES – (Can be ordered with Enhanced and Premium Packages)

- Auto Attendant
- Site Survivability

### Local Service Features

- Blocking Options
- Caller ID w/Name
- Directory Assistance (411, 00, NPA 555-1212)
- Directory Listing
- Inbound and Outbound Calling (DID/DOD)

- LN P (Local Number Portability)
- N11
- Network Hunting
- Operator Services
- Originating 8YY

- Out of Area Telephone Number Provisioning (Secondary Exchange)
- Station-to-Station
- 911/E911 Service

### AT&T Networking Options

AT&T's IP MPLS network provides the foundation for convergence and for seamless communications across your organization. AT&T Voice DNA® access is available through AT&T Managed Internet Service (MIS) or AT&T Virtual Private Network (VPN). And 25 available Class of Service profiles allow you to truly optimize your voice and data application performance.

### Nomadic User /Remote Site Capabilities

Use your AT&T Voice DNA® service with our Nomadic User/Remote Site Option. Employees can work productively from home, in a meeting room, at your customer's location, in a hotel room or at the airport. Utilizing a single broadband connection such as AT&T DSL. Nomadic User/Remote Site utilizes a 3rd party broadband as an option with AT&T provided DSL.

### Virtual Telephone Numbers (VTNs)

With VTNs you can assign telephone numbers from your desired area code to any end-user regardless of where the actual phone or person is physically located. VTNs separate the phone number from its geographic location, allowing a remote employee to provide a local feel to other team members, customers and clients.

### Certified Phones

You can select from a wide array of feature-rich certified IP phones, IP conference phone, soft phone and analog phone adapters to suit your business needs.

### Extraordinary Support

You're not alone! Following installation, AT&T Voice DNA® service includes a 30 day service confirmation period. During those 30 days, you will receive extra care to help you and your staff understand how to maximize all the features and benefits that come with your new VoIP solution.

### Note

AT&T Voice DNA® is only available where E911 services can be provided.

**For more information contact your AT&T Solution Provider.**

