

AT&T  
dedicated  
hosting  
services



AT&T Dedicated Hosting Services

**Security, Reliability, Scalability**  
and **Global Reach**

For **Mission Critical** and **Resource-Intensive**  
Web Servers





## Benefits

### Security

- Security controlled locked cages, cabinets or rooms
- Encryption, firewall, authorization and authentication measures
- 24x7 monitoring
- Surveillance and multi-tiered access protocols
- State-of-the-art rapid response disaster protection measures

## What is Dedicated Hosting?

Dedicated hosting is outsourced web server hosting in which one or more web servers are dedicated to just one business. Servers are housed in one or more of the web hosting provider's secure data centers, where they benefit from the provider's high-speed network, IT staffing, security and environmentally controlled data center resources, as well as any related services that the hosting provider may offer.

Dedicated hosting is an alternative to shared or "virtual" hosting, in which web sites, data or applications for more than one business may reside on a single server. In general, dedicated hosting provides greater reliability, scalability and performance than shared hosting can provide, making this an ideal choice for mission critical and/or resource-intensive web sites, and the data and applications that support them.

AT&T provides both dedicated hosting and shared hosting solutions to meet the needs of various business customers.

## The Business Case

Today, business web sites and the network, server, and data center resources that support them are crucial to ensuring the successful day-to-day operations of a business. More companies are moving mission critical, and bandwidth-demanding business operations to Internet platforms. In addition, the services available to support these platforms — from applications, to streaming media, are growing — both in number and in complexity.

As business web sites advance from simple brochureware to increasingly interactive integrated sites, with streaming media, online data marts, integrated transaction services and/or other Web-based enhancements, the need for web server reliability, availability, scalability,

security and performance becomes ever more important — and increasingly tied to the business bottom line. Consumer and business demands for 24 x 7 web site availability, supported by skilled IT staffing resources, trained in the latest technology and available around the clock, are also raising the bar for hosting. New web-based applications and services are continuing to emerge — and web-based technology is evolving at near dizzying speed.

Now, more than ever, keeping pace with these changes demands the skills and resources afforded by hosting providers — businesses, like AT&T, for whom hosting and Internet services are core competencies. According to Forrester Research, “Almost no Global 2,500 firm can match the data center, network, or staff expertise of a hoster.” In addition, by outsourcing, businesses can save as much as 80% over the cost of hosting servers in house. Because of this, many of today’s businesses are electing to house their web sites, data and applications on secure dedicated servers located in specialized web hosting data centers.

## Managed Services Value Proposition

There is an additional compelling reason for dedicated hosting and related services. Business analysts have already forecast that the next wave in web hosting will include additional value propositions that web hosting service providers will be able to provide to their customers, as service packages and enhancements to support new

web-based business needs. AT&T is prepared to take your company to the next level in dedicated hosting services.

The right combination of services can go a long way towards providing a market advantage and enhancing your company’s bottom line. That’s why AT&T has teamed up with selected leading edge hardware, software, and communications services providers, including IBM®, HP®, Sun™, Compaq®, StorageNetworks, Inc.™, Oracle™, ZONEOFTRUST™, VA Linux Systems™ and others, to arrive at new market leading web hosting service options, including streaming media, data storage, high availability firewalls, database consultation, implementation and design and a growing array of other custom packages that are leaders in the market. These service packages complement AT&T’s existing services, offering businesses the stability and performance of the AT&T network infrastructure and the convenience of purchasing numerous AT&T and third party leading edge options, all provided through AT&T as a single source provider.

## The AT&T Dedicated Hosting Solution

With the AT&T Dedicated Hosting Services, you benefit from the combined advantages of over 100 years of industry-leading communications and service excellence, the resources of leading edge AT&T business alliances, and leading edge servers, server space, and associated services that businesses may lease in one of

AT&T's high security Internet Data Centers. The AT&T Internet Data Centers provide a high security controlled environment, with high-speed, high-bandwidth connectivity, customized network and web server monitoring, system setup, and a host of unparalleled service and support options, to meet the needs of mid to large sized businesses, as well as ISPs, ASPs, and CLECs. Both AT&T managed and customer-managed co-location service options are available.

## Global Network of Internet Data Centers

Currently, AT&T has multiple fully operational Internet Data Centers. Located in New York City, NY; San Diego, CA; Redwood City, CA (San Francisco area), Phoenix, AZ; and Birmingham, United Kingdom<sup>1</sup>, the AT&T Internet Data Centers have been optimized specifically to provide a robust web, data, and applications server hosting environment.

In addition, AT&T is teaming with British Telecom and Concert Communications Company in a joint venture to open a total of 44 Internet Data Centers worldwide by year-end 2002. The combined centers will offer more than 3 million square feet of usable space and circle the globe.

All of the AT&T Internet Data Centers provide direct high-speed access to AT&T's superior OC48/OC192 Global IP Network — one of world's largest networks. Each Internet Data Center is



protected from intrusion and failure by multi-layered security, failsafe redundancy and diversity measures, and rapid response recovery measures.

## Network Monitoring

Each Internet Data Center's internal network is monitored and maintained around the clock by both automation and highly skilled personnel at AT&T's Network Operations Centers (NOCs). Like the Internet Data Centers, the NOCs and all of their critical components are fully redundant and protected by multiple security and rapid response recovery measures.

## Basic Service Levels and Supported Platforms

AT&T offers two standard packages of managed services, supplemented by a host of options which can be further customized to meet individual business needs. The AT&T managed services packages are known as Level 1 and Level 2 Service. Customer-managed Co-location Service and optional additional services are also available. All service levels provide burstable



Ethernet WAN front end access, with optional back-end connectivity. Level 2 and Co-location service also offer Fast Ethernet or Gigabit Ethernet connectivity virtually unlimited scalability.

Supported platforms include: Windows NT, Sun Solaris (UNIX systems), LINUX RedHat, and HP-UX.

## Level 1 (AT&T Managed) Services

Level 1 is a standard predefined package of hardware, software and services with a more limited range of options than those available with Level 2. Level 1 service includes a single dedicated web server, leased from AT&T, a pre-packaged suite of applications, and burstable 10 mbps Ethernet WAN front end access.

The server can be fully up and running in as little as two weeks.

## Level 2 (AT&T Managed) Services

Level 2 Service is designed to accommodate the custom hosting needs of many businesses. It allows for numerous additional options and increased flexibility. Web server deployment can generally be accomplished within 30 to 60 days, depending upon service options and complexity. Multiple servers, multiple Internet Data Centers and mixed operating system platform options are available.

## Co-location (Customer-Managed) Service

Co-location service allows customers to take advantage of AT&T's high-speed, high reliability connectivity options, expansive Global IP Network, and state-of-the-art global Internet Data Centers, while retaining the management function for their servers and related equipment.

## Additional Services

In addition to the services already included, AT&T has teamed up with a select team of leading edge hardware, software, and communications services providers to provide AT&T customers with numerous options and advanced solutions.

These include, but are not limited to:

- Managed Database Services. Oracle 8i database on Solaris and NT platforms with engineering evaluation and analysis available.
- Database Professional Services. In collaboration with IBM. Design, implementation and administration services on a range of databases including Oracle, Informix, Sybase, DB2 and SQL server.
- Managed Storage and Tape Backup and Restore Services<sup>5</sup>. Offers enterprise class storage and backup options to

deliver a level of reliability, availability and security previously available only to Global 1000 companies.

- Managed Security Services. Providing a range of security services from a single firewall configuration to fully redundant, High Availability multiple firewall architectures, with managed intrusion detection, token authentication, and comprehensive security scan services.

- Managed Media Service. Dedicated media streaming servers running Realserver and supporting concurrent media streams.
- Digital Video Library (DVL). A digital media management solution with integration into Excalibur's Screening Room™. DVL and Screening Room provides a complete browser-based video cataloging and previewing system.

## AT&T - Your One Stop Solution Provider

Web hosting has become a critical component in today's total communication solution. Successful web-based companies are linking traditional mission critical applications to their web servers, creating intranets, extranets, e-commerce solutions, and interactive online applications. With AT&T, your entire business operations can be seamlessly combined and coordinated to provide the maximum benefit to your business's success. AT&T Dedicated Hosting Services are easily aligned with other AT&T services, such as ATM, Frame Relay, DSL and dial access.<sup>4</sup>



To take a virtual tour of our Internet Data Centers, visit the web site at:  
[www.ipservices.att.com/datatour](http://www.ipservices.att.com/datatour)



## A Team Effort - AT&T and You

When your business chooses AT&T for dedicated web hosting and/or other global IP services, AT&T becomes a solid member of your team, supporting you with world class, Tier 1 facilities-based communications and global business expertise. You can depend upon AT&T for assurances in network reliability, security, interoperability and global reach. Further, you know that AT&T is at the forefront of IP-centric research and development. This technology advantage will help to ensure that your business will maintain its competitive edge in today's and tomorrow's information economy.

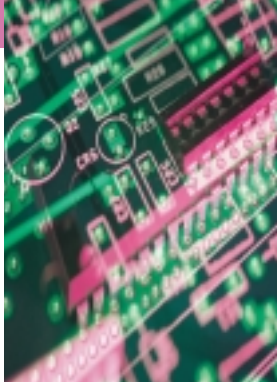
**For more information, contact your AT&T Account Executive, AT&T Alliance Program Agent, or call us at 1-800-288-3199.**

<sup>1</sup> IBM, Netfinity, UNIX, Microsoft, Windows, Windows NT, MS Site Server, HP, HP-UX, Hewlett Packard, Sun, Sun Microsystems, Solaris, Oracle, ZONEOFTRUST, Compaq, VA Linux, Nokia, Red Hat, BT, British Telecommunications, CONCERT, and any other company or product mentioned are registered trademarks of their respective companies.

<sup>2</sup> Not all services are available in the UK Internet Data Center.

<sup>3</sup> Some restrictions apply.

<sup>4</sup> AT&T currently provides OC48 service in the core backbone with limited OC192 service in key cities. OC192 service to the core backbone is anticipated to be complete by year-end 2000.



## Benefits

### Reliability

- Contracted Service Level Agreements (SLAs)
- High-performance fault tolerant global IP network
- Redundant, scalable Ethernet, Fast Ethernet or Gigabit Ethernet switches
- Multiple geographically dispersed Internet Data Centers
- Server Load balancing



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