



AT&T Business Delivers New Managed Wireless WAN Solution Providing Quick-to-Deploy, Secure and Flexible Connectivity

Untether locations, assets and people with a plug-and-play Wireless WAN solution that's managed and monitored by AT&T network experts and powered by Cradlepoint

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What's the news? AT&T* now offers [AT&T Managed Wireless WAN](#) – a plug-and-play solution that provides quick-to-deploy, secure and flexible wireless cellular connectivity to any number of fixed sites, anywhere – all managed by AT&T network experts.

In today's business environment, wireless connectivity has become essential for enabling agile and secure connectivity of people, places and things – beyond the reach and limitations of traditional wired network connections. As businesses look for new ways to engage their customers, streamline operations and generate revenue, [many are turning to wireless WAN technology](#). The emergence of 5G, with its faster speeds, lower latencies and enhanced network capabilities, is a catalyst for accelerating Wireless WAN adoption as businesses seek to make their WANs cellular simple and fiber fast for true wireless flexibility.

With AT&T Managed Wireless WAN, customers receive a plug-and-play, managed solution that enables rapid deployment of wireless connectivity when wired connections are unavailable, lack sufficient reliability, are too costly or require long-lead times. The service is fully managed by AT&T network experts, removing the burden of ongoing management or upfront infrastructure costs – helping organizations save time and money.

Why is this important? It can take weeks or even months for a network provider to install a traditional wired line and is only applicable to fixed locations. To meet today's digital demands, businesses want to move quickly and have more flexibility, and a hotspot is not enough. Businesses need an agile network solution that is quick-to-deploy, highly scalable and secure, and supports a broad set of WAN use cases.

AT&T Managed Wireless WAN can connect thousands of endpoints while providing end-users with fast and secure access to the cloud and data center applications as well as the internet. It gives businesses the ability to provide employees with secure and reliable access



they need to be productive from anywhere and without relying on a network provider to deliver a circuit.

Whether it's a temporary connection at a branch site, pop-up store or construction trailer, expanding to new locations, or using a permanent cellular connection as a failover or primary WAN link for an SD-WAN deployment, customers with AT&T Managed Wireless WAN can achieve quick LTE and 5G connectivity.

How does it work? The AT&T Managed Wireless WAN solution is enabled through our relationship with [Cradlepoint](#), a market leader in wireless WAN technology. AT&T Business supplies customers with the Cradlepoint NetCloud service and wireless edge device that is deployed and managed end-to-end by AT&T network experts. Everything is delivered as a monthly service, so customers avoid upfront hardware and licensing purchases.

AT&T works hand-in-hand with the customer to understand their requirements and then does all the technical legwork to implement and operate the Wireless WAN Managed service. Purpose-built Cradlepoint 4G LTE and 5G wireless edge devices provide fast, reliable, secure and scalable connectivity. Plans for future additions to the service include support for in-vehicle and IoT use cases as well as the addition of enhanced routing and security features.

What else should I know? 5G is the next generation of wireless communications technology. Cradlepoint wireless edge devices are 5G-enabled but will also provide the latest 4G connectivity. AT&T 5G provides fast download speeds, lower latency and more capacity and connectivity, supporting a wide array of business use cases. Retailers can use 5G to create enhanced shopping experiences with augmented reality. Manufacturers can use 5G to optimize production workflows through near-immediate data analysis. Healthcare providers can benefit from near real-time transfers of large diagnostic image files, telehealth, and remote treatment options. The entertainment industry can use augmented and virtual reality for better fan experiences.

The AT&T 5G network is available nationwide and serves 277 million customers in over 18,000 cities and towns across the U.S. AT&T also has the most reliable 5G network.¹

What are people saying?



"With this announcement, AT&T is extending the reach of the enterprise to remote locations, supporting hybrid workforce, and enabling innovative use cases," **said Ghassan Abdo, research vice president of Worldwide Telecommunications, IDC.**

"AT&T is bringing the benefits of modern LTE and 5G connectivity to businesses of all sizes and across industries with their new Wireless WAN Managed service," **said Todd Krautkremer, chief marketing officer at Cradlepoint, part of Ericsson.** "Now business can get all the agility, security and reliability advantages of cellular WAN technology – wherever they need it – without any of the challenges that go along with deploying and managing a new infrastructure."

"The workforce is continuing to evolve, and having the right tools is essential to a business – no matter where the business is getting done," **said Will Eborall, assistant vice president of product marketing management, AT&T.** "AT&T Managed Wireless WAN provides flexible connectivity using the latest LTE and 5G technology devices to deliver a consistent and reliable network experience that's fully managed, helping to transform how organizations can generate revenue, streamline operations and serve customers."

When will this new solution be available? AT&T Managed Wireless WAN is immediately available through AT&T Business. Learn more [here](#) or by contacting your AT&T Business representative.

¹ Based on nationwide GWS drive test data. GWS conducts paid drive tests for AT&T and uses the data in its analysis. AT&T 5G requires compatible plan and device. 5G not available everywhere. Go to att.com/5Gforyou for details.

***About AT&T**

We help more than 100 million U.S. families, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to our 5G wireless and multi-gig internet offerings today, we @ATT innovate to improve lives. For more information about AT&T Inc. (NYSE:T), please visit us at about.att.com. Investors can learn more at investors.att.com.

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